

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
									PERS	WOMEN	18-49	18- 25- 35-				18- 18- 25- 35-				18- 18- 25- 35-				TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														TOTAL WORKING LOH PERS WOMEN 18-49				W O M E N					M E N					T E E N S		CHILDREN			
											(2+)	18+	49	<3	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64
EVENING CONT'D																																	
BABY BOOM(S) SAT 9.30P 30 NBC 209 99 CS										A	21.0	38	1898	1637	311	242	92	868	262	483	446	392	342	386	126	223	223	179	135	135	92	249	174
BEYOND TOMORROW SAT 9.00P 60 FOX 1 118 79 DO 1										A	4.0	7	362	1698	244	210	63^	680	257	426	381	304	222	731	299	537	525	374	133	170	26v	116^	96^
9.00 - 9.30										B	4.0	7	362	1698	244	210	63^	680	257	426	381	304	222	731	299	537	525	374	133	170	26v	116^	96^
9.30 - 10.00										C	4.1	7	371	1671	252	217	57^	696	256	423	386	312	237	704	285	502	496	361	135	164	28v	107^	92^
										A	4.0	7	362	1684	229	197	67^	647	253	418	368	288	201	741	305	560	541	377	129	172	24v	123^	99^
BILL COSBY SHOW(R) THU 8.00P 30 NBC 11 215 99 CS 51										A	20.8	38	1880	1662	279	236	102	754	275	461	391	298	255	438	182	290	256	183	125	152	91	317	215
										B	17.2	34	1555	1617	292	249	95	739	286	464	396	294	236	440	197	298	250	175	114	171	103	270	178
										C	23.9	41	2161	1756	330	271	91	817	291	488	433	342	281	477	186	297	267	208	146	175	98	284	184
BLACKIE'S MAGIC(R) FRI 9.00P 60 NBC 6 190 92 SM 6										A	7.3	14	660	1546	269	203	76	734	205	379	367	328	306	518	156	258	243	218	222	88	42^	206	132
										B	6.9	14	624	1568	271	201	73	764	202	408	402	386	306	528	146	287	292	265	208	102	44	168	109
										C	6.9	14	624	1568	271	201	73	764	202	408	402	386	306	528	146	287	292	265	208	102	44	168	109
9.00 - 9.30										A	6.8	13	615	1524	267	202	70^	714	200	365	350	326	302	510	149	248	240	217	224	83	36^	217	137
9.30 - 10.00										A	7.8	14	705	1565	271	205	81	751	210	392	382	330	310	525	162	268	246	220	220	93	47^	197	127
BOB HOPE NEWS NETWORK(S) THU 8.30P 60 NBC 207 99 CV										A	17.2	30	1555	1538	242	180	86	751	203	364	341	308	345	510	145	264	266	240	212	106	50	170	106
8.30 - 9.00										A	17.3	30	1564	1546	251	190	90	756	213	374	348	302	340	490	141	257	257	232	203	107	55	192	120
9.00 - 9.30										A	17.0	29	1537	1539	235	170	84	750	195	356	336	315	353	534	151	272	275	250	223	106	46	149	93
BURNING QUESTIONS(S) THU 10.00P 60 ABC 185 91 N										A	7.6	14	687	1493	244	196	69	686	232	381	373	322	257	674	226	423	415	349	215	58^	13v	74	41^
10.00 - 10.30										A	7.5	13	678	1547	259	209	71	699	243	401	385	331	249	698	237	448	439	359	210	64^	18^	86	49^
10.30 - 11.00										A	7.6	15	687	1458	233	185	68	683	223	366	366	318	269	659	218	403	396	344	223	53^	8v	64^	34^
CAVANAUGH(S) MON 8.30P 30 CBS 5 213 99 CS 5										A	9.4	15	850	1543	318	221	44^	828	163	360	371	413	405	525	134	245	261	259	229	77	45^	113	70
										B	8.3	15	750	1458	306	225	60	822	204	379	383	355	383	462	117	216	222	210	204	69	39	121	74
										C	8.3	15	750	1458	306	225	60	822	204	379	383	355	383	462	117	216	222	210	204	69	39	121	74
CBS COLLEGE FTBL GAME SAT 9.00P 210 CBS 2 212 99 SE 2										A	6.6	13	597	1501	191	144	55^	501	139	241	230	223	227	863	258	503	515	403	313	56^	12v	81	51^
										B	7.0	15	633	1543	210	162	55	522	148	261	251	238	229	857	267	506	510	398	299	75	13^	89	55
										C	7.0	15	633	1543	210	162	55	522	148	261	251	238	229	857	267	506	510	398	299	75	13^	89	55
MICHIGAN VS NOTRE DAME 9.00 - 9.30										A	5.1	10	461	1482	188	139	50^	575	124	251	240	257	291	769	192	400	418	346	334	66^	37^	72^	51^
9.30 - 10.00										A	6.5	12	588	1481	174	128	48^	517	105	209	209	236	273	854	201	421	436	402	382	57^	12v	53^	30^
10.00 - 10.30										A	6.9	13	624	1456	154	117	42^	466	122	208	206	197	226	869	258	485	505	404	336	46^	8v	74^	50^
10.30 - 11.00										A	5.4	10	488	1449	181	139	57^	480	140	217	191	190	236	839	267	504	518	372	290	34^	4v	95^	68^
CONT'D																																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
										HOUSEHOLD AUDIENCES				TOTAL WORKING LOH					W O M E N					M E N					T E E N S				CHILDREN				
										AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	18- 18- 25- 35- 55+					18- 18- 25- 35- 55+					18- 18- 25- 35- 55+					TOT. 12- 17		TOT. 12- 17		TOT. 2- 11		TOT. 6- 11
EVENING CONT'D																																					
CBS COLLEGE FTBL GAME-CONT'D																																					
	11.00 - 11.30									A	7.4	14	669	1562	203	149	71	495	143	254	243	235	209	911	301	585	580	427	284	54^	6v	102	67^				
	11.30 - 12.00									A	7.5	15	678	1526	204	152	59^	475	154	262	252	225	179	896	280	551	570	430	295	69	8v	86	51^				
	12.00 - 12.30									A	7.5	17	678	1507	220	174	55^	509	171	273	256	219	201	851	280	522	533	405	279	64^	12v	83	44^				
CBS SPECIAL MOVIE-THU(S)																																					
THU	9.00P	120								A	7.6	14	687	1444	317	239	95	829	221	454	467	443	300	459	134	257	254	231	167	71	31^	84	48^				
	196	92																																			
OPEN ADMISSIONS																																					
	9.00 - 9.30									A	6.9	12	624	1465	329	250	91	845	235	466	466	437	302	469	127	249	248	234	190	56^	18v	96	42^				
	9.30 - 10.00									A	7.0	12	633	1436	333	249	98	864	242	482	489	450	302	444	125	239	249	224	164	63^	28^	65^	24^				
	10.00 - 10.30									A	8.3	15	750	1448	303	226	107	820	211	445	471	446	301	453	134	255	256	226	154	76	31^	99	69				
	10.30 - 11.00									A	8.1	16	732	1446	312	237	86	805	202	434	450	444	298	477	149	283	265	240	164	86	43^	77	54^				
CBS SPECIAL MOVIE-FRI-1(S)																																					
FRI	8.00P	90								A	11.5	23	1040	1497	306	222	61	828	176	413	433	463	341	430	115	199	216	223	183	71	47	167	123				
	195	91																																			
SECRET WITNESS																																					
	8.00 - 8.30									A	10.2	21	922	1465	300	223	58	831	176	401	428	449	355	432	106	186	206	224	197	56	37^	145	107				
	8.30 - 9.00									A	11.5	23	1040	1476	315	228	59	829	168	414	438	480	342	420	120	196	210	217	176	70	46	156	113				
	9.00 - 9.30									A	12.8	24	1157	1543	305	217	64	825	185	422	433	459	330	438	117	211	231	228	180	85	56	195	145				
CBS SPECIAL MOVIE-FRI-2(S)																																					
FRI	9.30P	90								A	10.6	20	958	1487	295	213	62	816	173	412	438	473	321	438	119	219	240	233	171	74	45^	158	120				
	205	97																																			
RUN TILL YOU FALL																																					
	9.30 - 10.00									A	10.7	20	967	1505	296	208	61	822	176	411	432	469	328	435	110	207	236	238	176	80	51	167	127				
	10.00 - 10.30									A	10.4	19	940	1479	284	203	64	816	172	407	436	475	325	433	118	220	242	231	165	65	39^	164	130				
	10.30 - 11.00									A	10.6	20	958	1490	308	229	61	818	173	421	450	479	313	451	131	233	244	232	173	77	45^	144	104				
CBS SUMMER PLAYHOUSE(B)																																					
TUE	8.00P	30								A	3.3	6	298	1362	274	208	64^	724	172	358	352	380	324	411	99^	245	261	225	128^	76^	23v	150^	70^				
	104	62																																			
TICKETS, PLEASE																																					
	8.00 - 8.30									A	8.8	19	796	1477	281	186	40^	742	156	329	347	392	356	665	157	325	363	365	270	29^	11v	41^	29^				
	8.30 - 9.00									B	12.6	23	1117	1539	287	192	48	822	169	354	370	418	394	587	125	261	283	304	273	53	28	77	46				
	9.00 - 9.30									C	15.9	26	1413	1627	312	230	58	855	209	420	423	431	364	611	151	303	312	319	255	75	36	85	52				
CBS SUNDAY MOVIE																																					
SUN	10.26P	120								A	10.4	18	940	1536	286	189	39^	770	139	301	346	386	397	673	161	313	340	356	291	36^	12v	57	33^				
	10.30 - 11.00									A	9.2	16	832	1523	294	205	39^	755	151	330	360	399	357	674	156	324	346	372	280	40^	12v	55^	39^				
	11.00 - 11.30									A	8.7	17	786	1471	279	188	42^	745	157	344	357	396	354	655	142	323	369	372	260	23^	11v	48^	33^				
CONT'D																																					

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SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
									TOTAL (2+)	WORKING 18+	LOH 18-49 W/CH <3		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-				
												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																														
CBS SUNDAY MOVIE-CONT'D																														
11.30 - 12.00						A	8.9	23	805	1451	275	173	39^	723	159	320	336	385	349	674	158	330	371	367	275	24^	11^	30^	24^	
12.00 - 12.30						A	8.2	25	741	1426	268	169	40^	731	158	322	326	383	352	646	171	324	365	341	255	25^	11^	23^	19^	
CBS TUESDAY MOVIE(R)																														
TUE 9.00P 120 CBS 8						B~	11.6	20	1049	1529	314	246	76	807	249	472	468	414	263	575	155	314	325	314	219	69	29^	79	42	
209 97 FF 16						C~	11.8	20	1067	1532	299	224	72	802	224	418	403	391	320	491	141	265	270	252	191	78	41	164	96	
WOMEN OF VALOR																														
9.00 - 9.30						A	11.2	18	1012	1533	314	238	80	833	241	467	484	438	279	554	147	286	292	301	221	67	29^	79	40^	
9.30 - 10.00						A	12.3	20	1112	1515	310	246	79	808	249	472	480	410	260	562	152	302	313	305	216	71	33^	76	41^	
10.00 - 10.30						A	15.0	26	1356	1525	322	258	69	798	257	483	461	407	253	572	156	319	332	313	212	71	30^	84	45	
10.30 - 11.00						A	15.1	28	1365	1541	309	241	77	794	247	465	453	404	262	605	162	339	351	330	227	66	25^	76	40	
CHEERS(R)																														
THU 9.30P 30 NBC 9						A	15.3	26	1383	1541	292	227	101	756	245	436	387	330	283	543	211	343	317	232	171	117	47	124	78	
208 98 CS 48						B~	17.1	31	1546	1596	318	272	108	713	308	486	409	284	190	508	242	374	317	204	110	163	87	204	130	
						C~	21.7	36	1962	1661	349	295	109	776	324	522	461	321	212	530	232	374	332	231	124	161	86	200	123	
CHINA BEACH(R)																														
WED 10.00P 60 ABC 3						A	8.6	15	777	1459	352	289	97	716	259	482	457	348	202	584	228	405	378	284	149	85	51^	73	47^	
						B~	10.3	18	931	1525	341	284	81	732	292	496	449	327	190	553	217	397	369	271	119	122	56	120	80	
200 98 GD 9						C~	11.6	20	1049	1510	334	287	101	748	305	525	483	343	171	564	238	419	400	274	112	112	51	107	63	
10.00 - 10.30						A	8.5	15	768	1459	363	302	93	710	258	485	462	342	191	575	229	405	377	280	138	84	51^	91	59^	
10.30 - 11.00						A	8.7	16	786	1459	341	276	102	723	259	479	452	354	214	594	227	405	378	288	160	86	51^	55^	34^	
DESIGNING WOMEN(R)																														
MON 9.30P 30 CBS 7						A	12.1	19	1094	1531	362	293	91	843	269	490	438	374	309	478	178	291	283	201	151	113	63	96	61	
214 99 CS 7						B~	11.4	20	1031	1514	347	282	86	807	290	488	441	349	279	475	183	292	275	210	151	98	61	139	88	
						C~	11.4	20	1031	1514	347	282	86	807	290	488	441	349	279	475	183	292	275	210	151	98	61	139	88	
DISNEY SUNDAY MOVIE(R)																														
SUN 7.00P 60 ABC 11						A	9.1	17	823	1664	258	204	76	688	200	388	353	334	263	531	193	352	342	248	141	134	80	311	209	
211 96 FF 45						B~	6.2	13	560	1661	244	189	73	650	212	359	345	302	239	573	198	361	352	281	171	117	52	319	203	
NOT QUITE HUMAN, PT.2						C~	9.0	16	814	1917	272	227	99	700	263	466	424	327	192	581	232	419	398	290	126	183	90	465	297	
7.00 - 7.30						A	8.5	16	768	1662	257	204	71	697	184	374	346	341	284	537	188	342	334	245	153	139	85	290	193	
7.30 - 8.00						A	9.7	18	877	1665	258	204	80	680	213	400	359	328	244	526	197	361	349	251	130	129	75	330	222	
DUET(R)																														
SUN 10.00P 30 FOX 9						A	4.3	7	389	1470	338	301	130	676	344	519	431	253	131	459	217	397	345	198	55^	194	88^	142	96^	
126 85 CS 9						B~	3.4	6	307	1515	327	290	112	669	332	501	408	248	130	550	307	452	345	192	76	149	89	182	121	
						C~	3.4	6	307	1515	327	290	112	669	332	501	408	248	130	550	307	452	345	192	76	149	89	182	121	
EQUALIZER(R)																														
WED 9.00P 60 CBS 7						A	9.3	15	841	1613	282	205	53^	792	203	410	401	390	320	605	165	308	326	278	249	93	35^	123	53^	
206 92 PD 8						B~	9.8	18	886	1550	272	205	63	801	188	387	383	382	353	563	160	287	280	249	231	74	36	107	65	
9.00 - 9.30						C~	10.0	18	904	1545	280	212	64	796	188	393	387	388	346	570	160	288	291	257	231	75	36	108	64	
9.30 - 10.00						A	8.8	15	796	1621	272	193	49^	792	192	401	401	399	329	601	148	292	311	279	265	99	32^	130	62	
						A	9.8	16	886	1605	291	216	57	792	213	418	401	383	312	608	181	322	340	277	234	89	38^	116	46^	
EVERYTHING'S RELATIVE(S)																														
CONT'D						A	3.0	5	271	1369	239	168^	52^	692	137^	317	327	348	334	491	114^	289	305	288	160^	70^	16^	116^	53^	

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										TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN							
										PERS	WOMEN	18-49	18- W/CH	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.																
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
EVERYTHING'S RELATIVE(S)-CONT'D																																	
TUE 8.30P 30 CBS 11																																	
104 62 CS 47																																	
FACTS OF LIFE(R)										A	12.0	24	1085	1578	275	207	73	834	223	431	399	372	356	337	102	179	170	146	139	176	125	231	145
SAT 8.00P 30 NBC 11										B~	10.2	23	922	1565	275	211	75	790	243	424	357	312	330	385	131	220	192	162	143	164	109	224	157
198 94 CS 47										C~	12.7	25	1148	1663	298	233	76	814	254	428	378	320	340	427	147	242	220	182	152	170	110	250	169
FAMILY TIES(R)										A	11.8	19	1067	1590	277	228	90	692	248	442	406	319	210	462	205	325	303	206	106	187	108	249	178
SUN 8.16P 30 NBC 11										B~	9.0	18	814	1631	312	268	86	700	301	487	392	275	171	498	240	370	311	208	94	179	108	258	175
210 99 CS 51										C~	14.8	24	1338	1810	361	311	97	768	343	540	453	310	185	556	267	411	359	236	103	204	115	291	196
8.00 - 8.30										A	10.7	18	967	1590	272	230	90	674	251	444	402	305	195	466	207	334	314	217	98	196	117	254	182
8.30 - 9.00										A	12.7	21	1148	1598	282	228	89	709	247	443	411	332	223	462	204	319	296	198	112	181	101	246	176
FIRST IMPRESSIONS										A	5.1	10	461	1481	225	152	56^	678	199	311	281	265	323	487	119	215	263	223	208	122	61^	193	142
SAT 8.00P 30 CBS 3										B~	4.8	10	434	1556	260	183	65	732	204	355	325	312	348	526	155	267	280	245	211	101	52	194	114
184 90 CS 3										C~	4.8	10	434	1556	260	183	65	732	204	355	325	312	348	526	155	267	280	245	211	101	52	194	114
48 HOURS										A	5.7	10	515	1403	264	193	56^	763	166	330	387	387	336	546	140	267	289	274	235	39^	14^	56^	27^
THU 8.00P 60 CBS 1										B	5.7	10	515	1403	264	193	56^	763	166	330	387	387	336	546	140	267	289	274	235	39^	14^	56^	27^
149 86 DN 1										C	5.7	10	515	1403	264	193	56^	763	166	330	387	387	336	546	140	267	289	274	235	39^	14^	56^	27^
SMOKING WAR										A	5.3	10	479	1385	261	185	42^	766	138	296	366	395	371	558	126	256	278	285	258	25^	4^	35^	13^
8.00 - 8.30										A	6.1	11	551	1418	266	200	68^	760	191	359	405	381	306	535	151	277	299	265	215	50^	22^	73^	40^
8.30 - 9.00																																	
FRANK'S PLACE(R)										A	4.5	9	407	1469	226	174	54^	735	219	338	315	260	345	529	158	266	299	239	210	91^	55^	114^	94^
SAT 8.30P 30 CBS 9										B~	4.9	11	443	1472	263	209	72	738	215	374	354	315	328	534	160	287	297	258	216	72	33	119	75
183 88 CS 9										C~	4.9	11	443	1472	263	209	72	738	215	374	354	315	328	534	160	287	297	258	216	72	33	119	75
FULL HOUSE-TUE.(R)										A	16.3	27	1474	1667	332	291	107	711	328	512	419	280	168	398	195	290	239	152	87	231	118	327	227
TUE 8.30P 30 ABC 8										B~	13.5	24	1220	1660	336	292	110	735	351	524	419	274	180	401	193	294	240	158	87	197	119	319	217
205 96 CS 8										C~	13.5	24	1220	1660	336	292	110	735	351	524	419	274	180	401	193	294	240	158	87	197	119	319	217
FUNNY PEOPLE										A	7.0	12	633	1530	227	186	92	668	234	404	373	292	216	539	202	381	360	276	128	113	49^	210	128
WED 8.00P 60 NBC 6										B~	8.5	16	768	1606	262	224	89	705	252	439	401	314	226	550	219	376	362	267	130	145	64	201	142
154 83 CV 6										C~	8.5	16	768	1606	262	224	89	705	252	439	401	314	226	550	219	376	362	267	130	145	64	201	142
8.00 - 8.30										A	6.5	12	588	1496	240	195	84	675	225	396	373	302	228	551	209	385	367	279	131	96	44^	175	110
8.30 - 9.00										A	7.4	12	669	1580	218	181	101	671	245	417	377	287	209	536	199	382	360	277	126	130	55^	243	145
GARRY SHANDLING SHOW(R)										A	5.1	8	461	1602	319	275	104	624	347	494	403	219	100^	557	307	480	398	223	45^	184	67^	237	146
SUN 9.00P 30 FOX 10										B~	4.6	8	416	1679	310	278	103	651	327	484	364	234	144	589	348	501	365	208	72	167	78	236	169
130 87 CS 27										C~	4.4	7	398	1697	293	258	96	634	325	476	368	223	136	595	339	494	368	218	80	190	91	247	171
GOLDEN GIRLS(R)										A	21.2	38	1916	1597	299	229	80	869	232	449	418	385	375	376	113	193	195	166	153	128	87	224	155
SAT 9.00P 30 NBC 11										B~	16.5	34	1492	1592	294	219	71	839	225	409	375	357	389	419	122	209	203	185	177	121	77	202	145
209 99 CS 51										C~	19.9	36	1799	1682	313	230	70	878	232	414	392	374	405	460	135	235	225	206	193	132	83	210	147

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	TOTAL					TOTAL					TOTAL					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11
	#STNS	CVG%	TYPE								18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 6	6- 11
EVENING CONT'D																													
GROWING PAINS(R)					A	14.0	25	1266	1609	301	253	106	699	305	468	385	264	199	386	171	272	241	157	90	205	105	319	220	
WED 8.00P 30 ABC 11					B~	12.4	24	1121	1599	301	257	98	708	324	480	391	264	190	414	207	304	252	158	87	178	106	281	192	
211 98 CS 27					C~	14.2	26	1284	1650	307	260	101	713	325	489	407	270	186	428	215	315	268	172	90	205	117	289	191	
HEAD OF THE CLASS(R)					A	14.1	24	1275	1589	343	298	132	706	328	495	416	263	180	398	183	289	258	165	83	203	105	283	183	
WED 8.30P 30 ABC 10					B~	12.4	23	1121	1599	319	274	105	700	327	491	401	260	175	430	213	320	271	165	84	183	109	291	197	
208 98 CS 45					C~	15.1	25	1365	1671	324	276	107	719	331	499	425	276	181	458	227	343	296	185	89	208	115	292	194	
HIGHWAYMAN SPECIAL(S,R)					A	6.0	12	542	1610	233	180	86	720	201	401	381	344	278	564	217	345	329	252	173	103	47^	223	152	
FRI 8.00P 60 NBC 161 85 A																													
8.00 - 8.30					A	5.5	11	497	1602	215	169	91^	720	208	403	383	331	279	536	204	336	317	248	163	117	58^	229	161	
8.30 - 9.00					A	6.4	13	579	1642	252	193	84	732	199	405	386	361	282	597	231	358	345	259	184	92	38^	222	147	
HOGAN FAMILY(R)					A	14.4	24	1302	1701	320	270	87	742	319	501	431	313	195	395	187	310	281	177	61	224	137	341	228	
MON 8.30P 30 NBC 8					B	12.6	23	1113	1677	304	261	93	707	321	497	400	283	177	421	212	328	275	171	69	200	115	349	228	
207 99 CS 11					C	12.8	24	1132	1679	304	261	96	705	323	497	399	279	174	424	218	329	270	166	72	200	114	350	232	
HOOPERMAN(R)					A	10.8	18	976	1569	342	295	124	769	319	511	461	319	217	467	182	326	297	214	117	146	86	187	112	
WED 9.00P 30 ABC 8					B~	10.4	19	940	1560	325	271	107	745	314	485	422	297	209	458	201	314	285	197	109	138	79	231	149	
189 91 OP 40					C~	13.6	23	1229	1610	321	263	102	745	296	481	437	327	215	515	214	353	321	237	128	154	82	208	134	
IN THE HEAT OF THE NIGHT(R)					A	12.7	21	1148	1567	274	202	72	807	197	407	405	401	347	556	166	302	314	270	203	108	42	96	48	
TUE 9.00P 60 NBC 5					B~	12.6	22	1139	1553	279	200	60	787	176	390	399	412	337	571	154	305	306	301	219	89	42	108	65	
195 97 OP 11					C~	14.6	24	1320	1605	274	195	58	807	167	381	400	432	356	608	143	302	306	331	256	84	37	98	59	
9.00 - 9.30					A	12.8	21	1157	1564	267	199	71	815	195	404	401	400	362	543	160	290	297	261	206	106	44	101	49	
9.30 - 10.00					A	12.6	21	1139	1571	281	205	73	800	200	409	409	401	331	569	173	315	332	278	200	110	40^	92	46	
JAKE AND THE FATMAN(B,R)					A	7.6	13	687	1598	266	179	53^	820	127	330	360	418	421	573	101	249	278	313	280	85	21^	121	46^	
WED 8.00P 60 CBS 127 69 OP																													
8.00 - 8.30					A	7.1	13	642	1593	271	177	50^	829	119	318	346	411	446	567	98	243	271	308	280	83	22^	114	47^	
8.30 - 9.00					A	8.2	14	741	1583	259	178	55^	802	133	336	368	419	394	570	102	251	281	313	277	85	19^	126	45^	
KATE & ALLIE(R)					A	11.5	18	1040	1527	346	272	86	822	256	462	428	364	306	447	151	249	251	202	159	133	74	124	81	
MON 9.00P 30 CBS 3					B~	12.2	20	1103	1499	325	255	75	805	256	451	417	353	299	414	137	231	229	189	149	119	74	162	105	
213 99 CS 3					C~	12.2	20	1103	1499	325	255	75	805	256	451	417	353	299	414	137	231	229	189	149	119	74	162	105	
L.A. LAW(R)					A	15.0	28	1356	1486	333	256	100	783	259	463	415	361	274	550	228	342	302	222	181	82	49	71	38	
THU 10.00P 60 NBC 8					B~	15.1	28	1365	1518	333	266	90	753	279	473	425	338	236	532	227	360	318	228	145	111	59	113	71	
203 99 GD 41					C~	17.2	30	1555	1542	339	274	100	775	288	502	463	362	225	576	225	383	358	269	155	101	55	95	53	
10.00 - 10.30					A	14.7	26	1329	1486	331	255	103	784	263	463	417	356	274	548	229	341	298	219	183	82	48	72	38	
10.30 - 11.00					A	15.3	29	1383	1486	334	257	96	782	255	463	414	365	274	552	226	343	305	225	178	82	49	71	37	
LIFE AFTER DEATH ROW(S)					A	8.9	17	805	1499	300	247	77	737	268	443	399	314	256	574	195	373	378	323	148	65	23^	123	75	
FRI 9.00P 60 ABC 92 85 CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 5-11, 1988

PROGRAM NAME DAYTIME DUR NET OF #STNS CVG% TYPE T/C						HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
								PERS	WOMEN	18-49	18-49 W/CH	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. 12- FEM. 12-	TOT. 2- TOT. 6-												
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
MOONLIGHTING(R)-CONT'D																												
206 95 PD 38								C~ 15.0 24 1356	1631	362	324	125	751	393	576	481	278	141	467	263	384	321	171	66	195	111	207	132
9.00 - 9.30								A 11.1 18 1003	1532	302	267	104	661	304	466	372	253	174	412	226	305	249	133	89	235	116	224	144
9.30 - 10.00								A 10.7 18 967	1506	328	294	117	710	348	519	412	260	168	404	232	304	250	123	81	204	92	187	119
MY TWO DADS(R)								A 12.5 20 1130	1652	293	236	91	733	247	462	420	348	224	493	219	339	313	212	121	185	99	242	173
SUN 8.46P 30 NBC 9								B~ 9.0 17 814	1660	316	272	86	712	288	495	417	307	178	478	232	355	304	198	92	196	112	284	201
209 99 CS 13								C~ 9.2 17 832	1652	310	270	88	708	302	491	408	290	181	477	235	355	304	189	95	196	114	265	191
8.30 - 9.00								A 11.7 19 1058	1656	288	229	88	740	251	461	415	347	232	479	210	331	307	214	115	183	100	254	187
9.00 - 9.30								A 13.3 21 1202	1637	295	240	93	721	242	459	420	345	215	500	224	342	316	208	124	186	98	231	161
NBC MONDAY NIGHT MOVIES								A 11.3 19 1022	1573	305	231	87	785	271	481	441	370	250	462	177	323	298	232	108	148	98	178	116
MON 9.00P 120 NBC 9								B~ 13.8 24 1248	1586	313	252	85	794	272	484	435	380	253	494	184	324	300	243	138	132	76	152	93
204 99 FF 43								C~ 15.7 26 1419	1624	326	261	84	829	268	492	456	399	273	512	178	318	299	255	155	139	75	148	93
BABY, IT'S YOU								A 12.2 19 1103	1618	291	223	85	765	276	469	428	352	241	454	174	320	300	231	104	163	110	236	160
9.00 - 9.30								A 11.5 18 1040	1560	294	223	97	769	274	471	428	354	249	459	175	326	304	231	103	146	96	186	120
9.30 - 10.00								A 11.2 19 1012	1549	311	241	84	788	274	493	450	371	243	469	182	328	305	234	108	144	92	149	96
10.00 - 10.30																												
10.30 - 11.00								A 10.4 18 940	1543	323	238	81	816	257	488	459	403	266	462	175	312	278	231	119	134	94	130	79
NBC MOVIE OF THE WEEK-WED(R)								A 12.2 21 1103	1469	276	223	110	738	273	478	409	349	215	527	203	361	331	256	136	115	45	89	43
WED 9.00P 120 NBC 3								B~ 12.4 22 1121	1516	284	227	89	750	252	459	410	366	241	535	195	330	316	260	163	114	55	112	70
203 98 FF 3								C~ 12.4 22 1121	1516	284	227	89	750	252	459	410	366	241	535	195	330	316	260	163	114	55	112	70
I MARRIED A CENTERFOLD								A 11.0 18 994	1482	280	228	105	726	262	456	378	338	228	517	197	342	313	251	145	110	42^	129	65
9.00 - 9.30								A 12.4 21 1121	1497	281	232	105	726	278	478	399	342	205	533	214	368	333	252	136	118	47	119	58
9.30 - 10.00								A 12.5 22 1130	1459	269	216	120	745	281	490	424	353	206	526	200	364	340	258	130	119	46	69	32^
10.00 - 10.30								A 13.0 24 1175	1431	270	215	106	749	268	480	425	360	220	527	201	364	334	259	131	111	43	44	20^
10.30 - 11.00								A 9.3 17 841	1470	272	219	79	772	212	437	428	379	285	544	189	346	340	282	138	93	35^	61	30^
NBC NEWS SPECIAL(S)																												
TUE 10.00P 60 NBC 11																												
192 96 DO																												
IT'S NOT EASY BEIN' TEEN								A 9.5 16 859	1482	272	215	88	771	221	434	428	368	281	554	197	354	351	284	138	87	30^	71	35^
10.00 - 10.30								A 9.2 17 832	1441	268	221	70	765	200	435	423	387	286	528	178	334	325	277	138	99	39^	49^	25^
10.30 - 11.00																												
NBC SUNDAY NIGHT MOVIE								A 11.3 20 1022	1658	300	265	90	681	252	489	443	328	161	748	316	565	525	375	137	114	44^	115	68
SUN 9.16P 120 NBC 11								B~ 12.4 23 1121	1682	298	242	79	708	255	459	419	339	208	671	255	464	428	334	160	142	64	172	123
206 96 FF 46								C~ 15.4 26 1392	1722	332	268	85	778	283	493	450	364	231	637	254	436	399	303	159	156	79	148	99
SHOOTER								A 11.1 18 1003	1664	290	242	89	699	222	471	458	357	182	641	252	463	452	335	126	131	54	193	117
9.00 - 9.30								A 11.0 18 994	1701	306	269	90	704	249	505	461	349	164	735	310	543	515	367	139	118	46^	144	81
9.30 - 10.00																												
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.5-11, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH					W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49			18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE							(2+)	18+	49	<3		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11
EVENING CONT'D																													
NBC SUNDAY NIGHT MOVIE-CONT'D																													
	10.00 - 10.30				A	11.7	20	1058	1678	307	276	94		674	267	495	442	311	152	776	330	587	547	386	141	120	45	108	64
	10.30 - 11.00				A	11.6	21	1049	1630	303	270	88		666	258	487	434	315	151	772	331	594	542	382	136	113	44^	79	49
	11.00 - 11.30				A	10.7	22	967	1592	280	245	88		665	241	464	414	323	171	767	328	598	534	389	136	84	35^	76	46^
NEW HART(R)																													
MON	8.00P	30	CBS	5	A	9.9	17	895	1528	325	246	42^		793	200	381	376	374	358	549	138	279	298	291	217	73	41^	113	75
	212	99	CS	5	B~	9.0	17	814	1459	316	240	68		792	230	400	379	338	346	488	132	249	255	237	199	59	32	108	71
					C~	9.0	17	814	1459	316	240	68		792	230	400	379	338	346	488	132	249	255	237	199	59	32	108	71
NFL MONDAY NIGHT FOOTBALL																													
MON	8.00P	201	ABC	1	A	19.1	33	1727	1589	253	207	55		545	189	327	306	252	183	895	301	578	558	452	260	78	20^	72	42
	223	99	SE	1	B	19.1	33	1727	1589	253	207	55		545	189	327	306	252	183	895	301	578	558	452	260	78	20^	72	42
					C	19.1	33	1727	1589	253	207	55		545	189	327	306	252	183	895	301	578	558	452	260	78	20^	72	42
WASHINGTON VS NY GIANTS																													
	8.00 - 8.30				A	14.3	26	1293	1602	259	208	44		590	189	327	312	268	223	859	275	509	501	413	290	67	26^	86	50
	8.30 - 9.00				A	17.8	31	1609	1627	259	219	60		541	198	333	303	241	179	900	309	575	555	435	266	95	29	91	53
	9.00 - 9.30				A	20.4	33	1844	1615	261	219	59		550	198	337	307	247	181	897	302	581	560	456	255	91	26	77	46
	9.30 - 10.00				A	18.8	30	1700	1595	261	212	55		547	187	330	308	257	181	903	309	589	565	459	251	76	17^	69	42
	10.00 - 10.30				A	21.3	35	1926	1585	249	205	56		535	186	330	315	254	171	903	307	592	575	462	254	79	13^	69	38
10.30 - 11.00																													
	11.00 - 11.30				A	21.7	37	1962	1550	241	195	53		532	180	314	298	250	184	891	296	580	561	458	260	66	14^	61	34
					A	19.8	37	1790	1526	236	189	53		518	182	317	292	246	169	891	299	598	571	465	240	66	16^	51	30
PERFECT STRANGERS(R)																													
FRI	8.00P	30	ABC	11	A	8.5	18	768	1563	251	200	91		710	281	405	329	244	269	436	191	296	254	164	121	112	56^	305	195
	206	96	CS	28	B~	8.8	20	796	1551	268	204	77		751	235	402	348	314	304	435	161	262	235	183	139	135	79	251	174
	196	89			C~	9.8	20	886	1603	272	209	85		770	245	407	377	315	309	439	163	261	240	196	142	130	78	265	172
PRESIDENTIAL PORTRAIT																													
MON	9.58P	1	CBS	26	A	10.0	17	907	1497	330	260	88		834	249	476	463	412	295	505	159	285	282	246	182	82	40	76	43
	206	96	DO	120	B~	9.9	17	895	1535	292	222	75		793	228	417	403	368	318	500	158	278	271	229	181	91	48	153	99
	9.49P	1			C~	12.2	20	1103	1562	314	237	74		813	234	429	417	387	328	536	171	304	293	261	195	90	44	121	75
TUE	9.47P	1																											
THU	9.47P	1																											
RAGS TO RICHES(R)																													
SUN	7.16P	60	NBC	9	A	7.9	14	714	1552	243	192	71		597	193	382	357	295	184	560	186	377	358	293	153	186	119	209	146
	198	96	CS	9	B	6.2	13	546	1635	264	204	71		673	227	421	363	306	217	464	180	316	288	226	115	205	137	294	218
					C	6.2	13	546	1635	264	204	71		673	227	421	363	306	217	464	180	316	288	226	115	205	137	294	218
	7.00 - 7.30				A	7.4	14	669	1547	241	193	64^		555	177	352	320	259	181	704	227	471	440	358	197	148	84	140	92
	7.30 - 8.00				A	7.4	14	669	1539	244	193	71		584	186	377	351	297	178	551	179	372	355	293	151	179	117	224	154
	8.00 - 8.30				A	9.1	16	823	1605	248	194	76		657	219	419	398	325	197	482	170	325	312	251	127	227	150	239	176
REPORTERS																													
SAT	8.00P	60	FOX	6	A	4.8	9	434	1587	318	273	76^		755	242	453	409	366	269	602	235	412	400	298	133	108	42^	122	80^
	124	84	DN	6	B~	3.5	8	316	1545	292	230	77		709	225	411	380	361	252	641	255	439	415	311	155	82	31^	133	78
					C~	3.5	8	316	1545	292	230	77		709	225	411	380	361	252	641	255	439	415	311	155	82	31^	133	78
	8.00 - 8.30				A	4.8	10	434	1607	319	277	76^		757	237	459	406	378	268	604	241	411	406	299	127	106^	43^	139	85^
	8.30 - 9.00				A	4.7	9	425	1600	324	274	77^		768	252	456	420	363	276	611	233	423	403	304	142	114	42^	107^	76^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
						HOUSEHOLD AUDIENCES																												
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18-49	LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN										
												18-34	18-49	25-54	35-64	55+65+	18-34	18-49	25-54	35-64	55+65+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11									
EVENING CONT'D																																		
60 MINUTES																																		
SUN	9.26P	60	CBS	11	52	A	13.1	22	1184	1550	283	196	49	750	151	327	356	364	363	712	185	363	386	365	279	34 ^A	16 ^A	54	30 ^A					
						B [~]	15.0	32	1356	1494	252	171	39	765	133	279	300	343	426	654	132	277	306	314	317	29	13	46	27					
						C [~]	18.6	33	1681	1537	278	189	41	767	141	296	317	352	413	683	154	313	331	330	318	37	15	50	28					
						A	12.1	20	1094	1576	280	193	50	750	156	324	342	361	368	729	198	363	386	354	302	27 ^A	10 ^V	70	33 ^A					
						A	13.2	22	1193	1551	284	198	54	748	159	336	360	360	353	714	194	374	393	364	271	31 ^A	14 ^A	58	30 ^A					
10.00 - 10.30						A	13.2	23	1193	1537	282	192	44	748	140	314	352	368	371	704	172	347	376	366	283	38 ^A	19 ^A	47	29 ^A					
SLAP MAXWELL(R)						A	7.6	13	687	1514	324	266	118	754	286	486	445	337	229	499	184	351	316	257	130	108	62 ^A	152	99					
WED	9.30P	30	ABC	8	11	B [~]	7.9	14	714	1499	310	250	98	746	285	464	409	326	235	461	198	324	283	204	122	111	62	172	104					
						C [~]	8.1	14	732	1462	308	248	97	727	283	461	414	318	222	473	202	332	297	210	119	111	60	163	99					
SPORTSBREAK-SAT						A	4.8	9	434	1414	222	161	55 ^A	726	169	316	311	290	352	525	155	268	311	241	200	73 ^A	50 ^A	90 ^A	61 ^A					
SAT	8.58P	1	CBS	11	51	B [~]	5.7	12	515	1581	273	212	85	707	218	379	355	320	282	639	229	393	402	298	194	85	32	156	96					
						C [~]	7.8	15	705	1651	291	225	78	755	222	403	400	354	291	659	215	394	401	324	211	104	42	144	91					
SPORTSBREAK-SUN						A	8.2	17	741	1468	276	183	46 ^A	745	158	350	362	392	347	672	154	338	390	383	262	17 ^A	7 ^V	34 ^A	24 ^A					
SUN	11.19P	1	CBS	10	50	B	12.4	22	1101	1533	285	191	51	823	167	353	373	418	393	589	123	259	287	306	275	49	25	73	43					
						C	15.7	25	1394	1631	313	233	58	861	212	426	428	433	364	608	150	302	310	318	254	76	37	86	53					
THIRTYSOMETHING(R)						A	9.5	17	859	1420	350	294	107	774	361	539	457	307	203	461	223	324	293	179	115	100	59	85	59					
TUE						B	9.5	17	842	1468	342	288	112	767	391	555	465	285	171	438	217	321	277	171	92	12 ³	76	141	87					
10.00 - 10.30	200	97	ABC	7	37	C	12.1	21	1075	1522	358	316	140	803	438	625	528	289	142	469	252	372	331	185	69	124	75	126	73					
						A	9.7	17	877	1432	348	295	114	769	365	541	453	296	200	451	213	314	287	178	116	112	62	100	66					
						A	9.3	17	841	1408	351	293	101	780	357	537	460	318	206	472	233	334	299	181	114	87	55 ^A	69	53 ^A					
TRACEY ULLMAN SHOW(R)						A	4.8	8	434	1554	360	312	105 ^A	682	352	530	435	272	114	484	265	416	343	195	45 ^A	200	95 ^A	188	126					
SUN	9.30P	30	FOX	9	9	B [~]	4.3	8	389	1617	310	289	111	649	332	487	376	239	146	543	321	476	351	193	55	195	98	216	143					
						C [~]	4.3	8	389	1617	310	289	111	649	332	487	376	239	146	543	321	476	351	193	55	195	98	216	143					
20/20						A	13.0	25	1175	1487	282	212	83	782	211	417	417	381	313	580	165	334	354	311	194	61	28 ^A	64	49					
FRI	10.00P	60	ABC	11	49	B [~]	12.0	24	1085	1524	278	204	77	801	207	398	404	390	344	529	143	288	294	276	198	77	43	116	82					
						C [~]	12.3	23	1112	1570	293	217	81	798	217	415	427	399	317	577	164	328	341	298	195	81	41	110	72					
						A	12.9	24	1166	1491	286	214	84	784	211	417	415	382	314	583	171	337	356	310	193	56	25 ^A	68	52					
						A	13.1	25	1184	1483	278	210	83	780	211	417	419	381	312	576	160	331	352	313	194	67	30 ^A	61	46					
						A	6.3	12	570	1623	361	331	89	686	320	536	420	301	123	537	279	432	342	224	85	245	116	156	93					
21 JUMP STREET(R)						B [~]	5.2	11	470	1585	342	302	81	695	325	529	411	306	127	539	294	431	312	209	82	195	102	179	110					
SUN	7.00P	60	FOX	11	52	C [~]	5.4	10	488	1717	354	305	86	689	334	533	417	303	122	536	304	438	321	210	74	241	132	230	148					
						A	5.7	11	515	1634	372	338	85 ^A	691	320	540	428	310	120	534	273	434	352	231	81 ^A	254	134	155	91					
						A	6.9	13	624	1613	352	326	93	682	321	532	413	294	124	538	283	430	333	219	88	236	102	157	94					
227(R)						A	15.2	29	1374	1599	288	221	84	835	233	441	396	372	353	352	130	194	188	130	138	159	110	254	161					
SAT	8.30P	30	NBC	9	44	B [~]	12.2	27	1103	1562	285	216	80	813	246	419	369	326	346	383	125	204	192	161	147	150	100	219	152					
						C [~]	14.8	28	1338	1670	307	237	76	838	254	433	386	338	364	429	146	242	223	183	159	156	100	243	165					
WHO'S THE BOSS?(R)						A	16.1	28	1455	1631	345	296	88	726	289	492	417	310	196	425	181	287	246	185	111	186	100	295	196					
CONT'D																																		

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FOR EXPLANATION

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEEN S				CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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FOR EXPLANATION OF SYMBOLS, SEE PAGE F

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C OF						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
									WORKING WOMEN 18- 18+ 49	W O M E N 18- 18- 25- 35- TOTAL 34 49 54 64 55+					M E N 18- 18- 25- 35- TOTAL 34 49 54 64 55+					T E E N S MALE FEM. TOT. 12- 12- 12- 17 17 14			C H I L D R E N TOT. MALE FEM. 2- 6- 6- 5 11 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						T E E N S				
												18+	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-				
#STNS	CVG%	TYPE																														
LATE FRINGE																																
ABC NEWS:NIGHTLINE							A	5.5	17	502	1325	228	160	166	43	699	165	304	295	349	318	51	566	158	301	283	327	305	20^	8^		
TUE 11.30P	31	ABC	40				B~	4.9	15	443	1314	236	164	179	68	696	176	321	305	351	318	60	553	160	300	273	327	308	27	20^		
214 98		N	195				C~	5.3	16	479	1409	260	186	198	67	721	177	358	338	399	360	63	582	176	326	297	363	338	25	22		
WED-FRI 11.30P	30						A	5.6	17	502	1328	229	160	166	43	701	165	304	295	350	319	51	567	158	301	283	328	305	20^	8^		
11.30 - 12.00							A	4.0	17	362	1283	196	144	146	73^	626	185	325	310	352	295	87^	601	153	316	286	331	281	14v	<<		
12.00 - 12.30							A	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28v	8v		
ABC NEWS:NIGHTLINE-MON.							B	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28v	8v		
MON 12.03A	30	ABC	1				C	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28v	8v		
216 98		N	1				A	4.2	16	380	1311	244	174	199	38^	614	129	308	307	346	316	47^	617	177	405	401	439	421	29v	8v		
12.00 - 12.30							A	3.6	17	325	1291	273	197	223	30v	623	138^	336	336	367	344	42^	589	183	395	395	445	426	22v	7v		
12.30 - 1.00							A	1.4	4	127	1441	222^	156^	208^	77v	613	190^	364^	363^	447	392	84v	641	239^	441	441	511	460	33v	20v		
ABC WEEKEND REPORT-SAT.							B~	1.7	5	154	1363	288	194	219	81^	669	221	347	351	428	374	70^	550	219	376	343	378	362	26^	32^		
SAT 12.04A	15	ABC	11				C~	2.0	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^		
138 75		N	50				A	2.1	11	190	1487	315	229^	224^	76^	767	229^	460	452	503	452	40v	627	228^	432	427	467	431	<<	31v		
ABC WEEKEND REPORT-SUN.							B~	2.0	9	181	1416	245	183	186	88	672	244	393	388	463	404	79	561	224	384	379	417	363	17^	38^		
SUN 11.30P	15	ABC	11																													
148 80		N	50				C~	2.1	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^		
CBS LATE NIGHT I							A	2.0	10	185	1389	313	245	253	71^	705	222	421	406	461	416	82^	600	212	399	382	429	381	29^	23v		
MON 12.00M	64	CBS	55				B~	3.2	13	289	1449	306	240	243	92	710	223	409	392	454	397	99	526	210	340	328	361	314	45	41		
171 82		FF	222				C~	3.5	14	316	1398	292	230	232	84	738	215	411	392	453	413	85	534	192	347	316	367	319	35	31		
TUE&FRI 12.00M	72																															
WED 12.00M	73																															
THU 12.00M	70						A	2.1	9	192	1402	318	245	259	69^	721	226	417	402	460	417	76^	592	207	388	373	420	377	32^	22v		
12.00 - 12.30							A	2.0	11	184	1371	304	238	244	73^	687	224	419	406	457	408	87^	609	220	410	391	436	383	25^	23v		
12.30 - 1.00							A	2.0	13	177	1326	308	250	251	68^	673	197	417	399	455	413	79^	569	187	379	362	411	369	33^	24v		
1.00 - 1.30							A	1.7	12	149	1332	308	260	259	77^	661	200	410	388	442	403	83^	567	190	385	369	413	370	41^	30^		
CBS LATE NIGHT II							B~	2.2	13	199	1288	303	233	230	98	658	222	417	380	451	394	108	510	220	378	344	379	330	46^	39^		
MON 1.04A	53	CBS	55				C~	2.4	14	217	1288	297	228	225	90	689	219	409	398	441	385	90	506	202	347	316	374	326	33^	32^		
171 82		FF	248																													
TUE 1.12A	45						A	1.7	12	158	1304	310	259	261	65^	655	201	404	388	442	404	81^	559	184	367	351	394	351	39^	23v		
WED 1.13A	44						A	1.6	13	147	1324	300	257	253	83^	652	197	406	380	433	394	82^	564	191	391	375	418	377	41^	34^		
THU 1.10A	47						A	1.7	11	154	1258	277^	236^	235^	107^	620	160^	398	379	427	370	100^	468	173^	368	351	388	342	55v	63v		
FRI 1.12A	54																															
1.00 - 1.30																																
1.30 - 2.00																																
2.00 - 2.30																																
CBS NEWS NIGHTWATCH-1							A	0.6	6	52	1416	251	189^	218^	113^	646	194^	412	385	476	426	146^	662	254	465	415	450	396	51^	34v		
CONT'D																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																		
										TOTAL				W O M E N							M E N							T E E N S																
										PERS		18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-																	
(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17																									
LATE FRINGE CONT'D																																												
CBS NEWS NIGHTWATCH-1-CONT'D																																												
MON-THU	2.00A	30	CBS	47	B~	0.8	8	72	1288	278	183	211	49^	646	188	327	373	413	361	74^	467	186	320	291	321	280	28v	27v																
	37	46	N	227	C~	0.9	9	81	1145	247	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	357	311	25v	24v																
CBS NEWS NIGHTWATCH-1(B)																				A	0.8	7	72	1176	260^	200^	260^	33v	620^	129v	268^	268^	359^	359^	73v	483^	217^	253^	225^	286^	240^	<<	33v	
SUN	2.00A	30	CBS																																									
	34	37	N																																									
CBS NEWS NIGHTWATCH-2																				A	0.7	10	67	1208	235^	145^	160^	116^	649	187^	336	302	353	297	89^	496	205^	314	271^	305	274^	15v	25v	
M-THSU	2.30A	30	CBS	52	B~	0.8	9	72	1288	278	183	211	74^	646	235	409	373	413	361	99^	467	186	320	291	321	280	42^	25v																
	59	59	N	245	C~	0.9	11	81	1145	297	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	285	311	25v	24v																
CBS NEWS NIGHTWATCH-3																				A	0.6	11	52	1186	297^	196^	209^	92^	620	200^	378	359	393	330^	91^	519	244^	343^	292^	327^	307^	21v	10v	
MON-THU	3.00A	180	CBS	55	B~	0.7	12	63	1104	254	157	193	56^	590	161	374	341	378	330	56^	400	160	274	250	275	240	32v	46^																
	79	74	N	253	C~	0.8	14	72	966	278	183	211	49^	646	188	327	299	330	361	49^	350	140	240	218	241	210	14v	14v																
SUN	3.15A	165																																										
	3.00 - 3.30				A	0.7	10	61	1298	271^	199^	210^	121^	675	238^	428	395	432	363	113^	552	228^	372	321	365	333	31v	19v																
	3.30 - 4.00				A	0.7	11	60	1259	261^	184^	193^	118^	631	234^	412	372	399	336	107^	570	279^	408	351	383	357	25v	16v																
	4.00 - 4.30				A	0.6	11	54	1165	279^	185^	196^	87^	600	205^	367	346	374	316^	90^	526	257^	352	302^	328^	302^	13v	<<																
																				A	0.6	12	52	1177	298^	174^	192^	74v	610	192^	344^	331^	370	318^	93^	520	258^	325^	276^	305^	280^	19v	<<	
																				A	0.5	11	47	1095	334^	221^	231^	71v	613	166^	360^	360^	402	336^	69v	446	210^	263^	216^	251^	251^	21v	<<	
																				A	0.4	8	40	1047	358^	218^	238^	67v	562	137^	333^	333^	366^	299^	61v	460^	212^	301^	252^	299^	299^	<<	<<	
CBS NEWS NIGHTWATCH-3(B)																				A	1.0	12	90	1125	216^	143^	142^	86v	600	172^	292^	259^	314^	284^	65v	477^	211^	305^	275^	304^	268^	<<	23v	
SUN	3.00A	15	CBS																																									
	62	57	N																																									
CBS SUNDAY NEWS																				A	2.4	11	217	1304	244	183^	183^	71^	700	213^	383	339	379	353	48v	570	167^	346	346	389	364	22v	12v	
SUN	12.26A	15	CBS	11	B~	3.0	7	271	1459	267	183	203	59	758	150	327	299	352	347	53	561	137	299	291	321	298	37^	22^																
	121	65	N	51	C~	3.2	7	289	1449	278	194	211	55	807	153	368	355	392	361	56	555	128	280	273	321	297	28^	17^																
																				A	2.5	11	226	1313	248	184^	179^	69^	706	211	380	340	374	346	62^	574	197^	370	370	412	372	22v	11v	
																				A	2.4	11	217	1281	239	180^	182^	70^	687	210^	378	333	376	351	42v	559	153^	331	331	375	355	23v	12v	
DAVID LETTERMAN I																				A	3.6	18	324	1273	256	213	182	109	596	235	398	364	403	352	154	558	302	425	391	424	341	55^	29^	
MON-FRI	12.30A	30	NBC	54	B~	3.8	18	344	1355	234	202	178	109	544	237	396	346	383	334	192	516	304	421	368	388	294	100	54																
	210	99	GV	248	C~	3.9	19	353	1387	274	234	208	116	636	270	436	398	424	370	167	575	315	443	388	428	344	60	42																
DAVID LETTERMAN II																				A	2.9	19	264	1239	252	221	181	108	557	238	394	360	389	335	169	571	328	455	415	447	354	54^	27^	
MON-FRI	1.00A	30	NBC	54	B~	3.1	18	280	1329	230	200	174	120	533	242	401	347	384	335	210	512	324	433	376	393	289	105	56																
	210	99	GV	248	C~	3.2	19	289	1368	264	228	201	123	614	282	430	392	434	361	179	584	349	460	419	441	349	59	41																
FRIDAY NIGHT VIDEOS																				A	2.1	13	190	1198	219^	206^	144^	115^	466	266	360	336	337	277	128^	539	304	426	377	411	359	81^	52v	
FRI	1.30A	60	NBC	11	B~	2.2	15	199	1288	202	183	138	143	517	256	387	353	360	289	206	510	339	436	371	379	280	107	74																
	179	96	PC	50	C~	2.6	17	235	1387	257	225	195	159	556	304	453	390	432	333	213	539	387	467	403	420	323	99	62																
																				A	2.4	14	217	1198	238	224	154^	122^	491	279	381	359	360	291	117^	526	291	407	365	402	352	81^	44v	
CONT'D																																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 5-11. 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.5-11,1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN				W O M E N						M E N						T E E N S							
											18- (2+)	25- 18+	49	54	15- 24	18- TOTAL	18- 34	21- 49	21- 49	25- 54	15- 24	18- TOTAL	18- 34	21- 49	21- 49	25- 54	25- 54	12- 17	12- 17					
LATE FRINGE CONT'D																																		
US OPEN HIGHLIGHTS-TNS-T-CONT'D																																		
THU	11.30P	30	CBS																															
	189	92	SC																															
US OPEN HIGHLIGHTS-TNS-FR(S)										A	3.5	9	316	1393	295	204	212	84^	738	180	395	367	417	379	64^	536	164	304	295	323	286	35v	34v	
FRI	11.30P	30	CBS																															
	191	92	SC																															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING		W O M E N						M E N					T E E N S		C H I L D R E N				
									18-49	WOMEN	18-		18-		25-	35-	18-		18-	25-	35-	MALE	FEM.	MALE	FEM.	TOTAL		
								W/CH	18-	18-		18-	25-	35-	18-		18-	25-	35-	12-	12-	2-	2-	6-				
								<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.4	15	124	36^	265	231	543	204	377	381	297	131	581	120	376	399	420	155	7v	13v	15v	39^	34^
TUE-FRI 6.15A 15 ABC 54					B~	1.2	14	108	60^	223	213	517	188	382	385	273	105	545	155	373	373	327	157	9v	18v	16v	16v	19v
139 82 N 249					C~	1.3	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145	17v	17v	15v	15v	18v
ABC WORLD NEWS-MORN-615A(B)					A	0.6	10	54	75v	100v	100v	393^	250^	311^	311^	143v	82v	793^	295^	569^	554^	432^	175v	55v	89v	45v	49v	49v
MON 6.15A 15 ABC																												
109 67 N																												
ABC WORLD NEWS-MORN-645A					A	2.2	16	197	63	272	229	587	233	404	397	271	155	517	118	328	354	342	145	12v	16^	17^	42^	46^
TUE-FRI 6.45A 15 ABC 54					B~	1.9	16	172	49^	258	231	544	218	413	395	271	166	541	137	337	324	321	161	6v	11v	10v	20^	24^
184 92 N 248					C~	2.2	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150	25^	25^	18^	26^	31^
ABC WORLD NEWS-MORN-645A(B)					A	0.9	12	81	38v	113v	113v	412^	158^	269^	269^	195^	143^	712	209^	432^	459^	382^	214^	29v	89v	30v	65v	65v
MON 6.45A 15 ABC																												
134 73 N																												
BEFORE HOURS					A	0.8	10	68	36v	260	197	609	146^	342	329	373	217	527	142^	368	335	342	108^	36v	19v	<<	<<	<<
TUE-FRI 6.15A 15 NBC 54					B~	0.7	10	63	59^	254	209	590	215	374	413	334	180	400	160	274	240	249	135^	16v	15v	28v	27v	33v
147 86 N 249					C~	0.7	9	63	74^	318	261	590	161	374	413	334	225	400	213	274	240	187	135^	32v	15v	28v	27v	33v
BEFORE HOURS(B)					A	0.5^	9^	45^	117v	<<	<<	503^	217v	217v	95v	49v	285^	544^	275^	346^	346^	205v	199v	<<	<<	37v	41v	37v
MON 6.15A 15 NBC																												
115 70 N																												
CBS MORNING NEWS- 6:30AM					A	0.9	9	81	10v	232	181	546	171	300	259	225	230	492	137^	267	254	243	203	43^	32^	21v	18v	30v
TUE-FRI 6.30A 30 CBS 54					B~	0.8	9	72	26v	223	183	517	141	245	289	292	236	467	140	240	210	218	177	28v	27v	25v	24v	29v
139 83 N 254					C~	1.1	11	99	56^	283	166	564	137	298	315	340	229	425	102	233	203	238	193	20v	10v	18v	17v	21v
CBS MORNING NEWS- 6:30AM(B)					A	0.6	10	54	109v	253^	172v	493^	250^	299^	295^	175v	148v	414^	169v	313^	286^	200v	99v	<<	<<	<<	<<	<<
MON 6.30A 30 CBS																												
93 68 N																												
CBS THIS MORNING-1					A	2.0	11	183	18^	215	158	631	106	294	315	350	298	537	96	239	244	286	268	9v	4v	30^	20^	38^
TUE-FRI 7.30A 30 CBS 54					B~	1.9	12	172	54^	211	135	653	119	276	334	345	298	492	118	236	235	275	248	18^	11v	21^	20^	24^
206 98 N 204					C~	2.1	11	190	49^	191	139	640	107	281	303	312	330	445	89	213	213	228	213	16^	10v	19^	18^	22^
CBS THIS MORNING-1(B)					A	1.4	10	127	18v	144^	68v	520	55v	117^	96^	210^	392	542	122^	223^	267^	227^	263^	19v	<<	19v	<<	19v
MON 7.30A 30 CBS																												
135 80 N																												
CBS THIS MORNING-2					A	2.0	10	181	46^	147	116	655	128	287	269	333	334	467	59^	154	148	238	292	<<	9v	7v	15^	7v
TUE-FRI 8.30A 30 CBS 54					B~	2.1	10	190	54	191	122	689	125	281	303	334	330	445	71	183	186	207	236	21^	15^	28^	27^	33^
206 98 N 204					C~	2.3	11	208	49	155	95	674	114	256	251	325	397	406	65	167	170	189	215	10v	9v	26^	25^	30^
CBS THIS MORNING-2(B)					A	2.2	9	199	3v	175^	124^	585	91^	171^	160^	254	390	561	139^	240	281	249	273	4v	20v	34v	27v	36v
MON 8.30A 30 CBS																												
135 80 N																												
GOOD MORNING, AMERICA-730					A	3.6	19	323	77	248	200	697	202	400	400	351	245	435	96	236	255	221	164	11^	6v	12^	20^	15^
CONT'D																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

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PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES							TEENS					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	OF	T/C	NO.	TYPE	T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN					MEN					MALE		FEM.		TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
													18-49	WOMEN	18-49	18-34	18-49	25-34	35-44	45-54	55+	18-34	18-49	25-34	35-44	45-54	55+	12-17	12-17	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
													18-34	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL	12-17	12-17	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.5-11,1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		WOMEN								MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
									18-49 W/CH		18-49 WOMEN	15-24	18-34	18-49	25-34	25-34	35-55+	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		WOMEN						TOTAL		55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									18-49 W/CH		18-49	15-24	18-34	18-49	25-34	35-44	45-54	55+									12-17	12-17	15-17	2-6	2-6	2-6	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY		TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH %	AVG. AUD. 0,000	TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N													
		#STNS	CVG%	TYPE	T/C		%	%	(2+)	15-24	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	TOTAL				
WEEKEND DAYTIME CHILDREN CONT'D																																	
MISADVENTURES-ED GRIMLEY										A	5.0	17	452	1439	125	365	291	82^	208	199	98^	101^	142	56^	667	340	327	301	366	151	215	184	183
SAT 11.30A 30 NBC CA 1										B	5.0	17	452	1439	125	365	291	82^	208	199	98^	101^	142	56^	667	340	327	301	366	151	215	184	183
										C	5.0	17	452	1439	125	365	291	82^	208	199	98^	101^	142	56^	667	340	327	301	366	151	215	184	183
MUPPET BABIES I										A	2.6	14	235	1253	56^	266	203	32^	149^	125^	79^	46^	101^	24^	713	333	380	292	421	195^	225	211	210
SAT 8.30A 30 CBS CA 11										B^	2.6	16	235	1288	60	278	201	53^	216	102	52^	46^	78	17^	715	372	343	300	422	211	207	247	172
										C^	3.4	18	307	1363	52	243	193	35	192	91	53	41	66	27^	798	424	374	290	511	274	234	302	207
MUPPET BABIES II										A	3.2	15	289	1421	49^	316	239	26^	143^	131^	77^	53^	102^	29^	831	371	460	339	492	208	284	255	237
SAT 9.00A 30 CBS CA 11										B^	3.5	18	316	1324	56	266	206	39^	160	107	54	49	82	23^	819	418	401	341	476	240	237	270	201
										C^	4.3	19	389	1437	55	264	198	37	174	102	55	48	72	29	874	455	419	344	537	282	255	318	216
MUPPET BABIES III										A	3.9	16	353	1344	84^	347	251	48^	172	117^	75^	42^	84^	33^	708	285	423	306	401	157	245	198	203
SAT 9.30A 30 CBS CA 11										B^	4.2	19	380	1349	61	271	218	47	156	115	61	54	84	30^	830	400	429	356	473	227	248	270	205
										C^	4.9	19	443	1419	60	253	200	40	172	108	59	51	76	32	878	456	426	357	522	269	251	310	212
PEE WEE'S PLAYHOUSE										A	4.6	18	416	1482	109^	350	258	60^	248	108^	53^	55^	74^	34^	777	337	440	353	424	144	281	239	185
SAT 10.00A 30 CBS CL 11										B^	4.9	20	443	1472	76	295	227	48	191	103	43	62	74	30^	846	387	457	389	457	197	258	274	180
										C^	5.7	21	515	1491	83	308	241	48	213	116	49	68	79	38	863	426	436	390	473	225	249	287	184
PUP NAMED SCOOPY DOO										A	6.2	23	560	1492	147	309	243	53^	159	181	85	95	121	60^	843	496	347	327	516	296	219	254	261
SAT 10.30A 30 ABC 1										B	6.2	23	560	1492	147	309	243	53^	159	181	85	95	121	60^	843	496	347	327	516	296	219	254	261
										C	6.2	23	560	1492	147	309	243	53^	159	181	85	95	121	60^	843	496	347	327	516	296	219	254	261
SLIMER & REAL GHOSTS. I										A	5.9	23	533	1463	95	256	197	33^	149	156	96	60^	121	35^	901	513	388	382	519	272	247	256	262
SAT 9.30A 30 ABC 1										B	5.9	23	533	1463	95	256	197	33^	149	156	96	60^	121	35^	901	513	388	382	519	272	247	256	262
										C	5.9	23	533	1463	95	256	197	33^	149	156	96	60^	121	35^	901	513	388	382	519	272	247	256	262
SLIMER & REAL GHOSTS. II										A	6.7	25	606	1448	112	299	241	27^	137	146	79	67^	106	40^	866	527	339	356	509	306	203	250	259
SAT 10.00A 30 ABC 1										B	6.7	25	606	1448	112	299	241	27^	137	146	79	67^	106	40^	866	527	339	356	509	306	203	250	259
										C	6.7	25	606	1448	112	299	241	27^	137	146	79	67^	106	40^	866	527	339	356	509	306	203	250	259
SMURFS I										A	4.2	18	380	1264	92^	303	244	53^	180	127	78^	49^	84^	43^	654	356	298	262	392	200	192	242	149
SAT 9.00A 30 NBC 1										B	4.2	18	380	1264	92^	303	244	53^	180	127	78^	49^	84^	43^	654	356	298	262	392	200	192	242	149
										C	4.2	18	380	1264	92^	303	244	53^	180	127	78^	49^	84^	43^	654	356	298	262	392	200	192	242	149
SMURFS II										A	5.1	20	461	1306	101	323	284	46^	184	128	69^	59^	88^	40^	670	364	306	263	407	202	205	247	160
SAT 9.30A 30 NBC 1										B	5.1	20	461	1306	101	323	284	46^	184	128	69^	59^	88^	40^	670	364	306	263	407	202	205	247	160
										C	5.1	20	461	1306	101	323	284	46^	184	128	69^	59^	88^	40^	670	364	306	263	407	202	205	247	160
2 HIP FOR TV I										A	2.1	7	190	1310	118^	342	234^	79^	247	244^	143^	102^	139^	106^	476	298	178^	262	215^	115^	99^	133^	81^
SAT 12.00N 30 NBC 1										B	2.1	7	190	1310	118^	342	234^	79^	247	244^	143^	102^	139^	106^	476	298	178^	262	215^	115^	99^	133^	81^
										C	2.1	7	190	1310	118^	342	234^	79^	247	244^	143^	102^	139^	106^	476	298	178^	262	215^	115^	99^	133^	81^
2 HIP FOR TV II										A	1.5	5	136	1405	134^	406	311^	113^	305^	268^	176^	91^	142^	126^	426	217^	209^	207^	218^	100^	119^	102^	117^
SAT 12.30P 30 NBC 1										B	1.5	5	136	1405	134^	406	311^	113^	305^	268^	176^	91^	142^	126^	426	217^	209^	207^	218^	100^	119^	102^	117^
										C	1.5	5	136	1405	134^	406	311^	113^	305^	268^	176^	91^	142^	126^	426	217^	209^	207^	218^	100^	119^	102^	117^
WINNIE THE POOH I										A	3.9	20	353	1434	106^	282	218	14^	174	100^	55^	45^	79^	21^	878	462	416	364	513	247	266	263	250
CONT'D																																	

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)		WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
											15-17	TOTAL	18-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOTAL	MALE	FEM.	TOT.	TOTAL	MALE	FEM.	TOT.	TOTAL	2-5	6-11	12-17	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S		CHD TOT.
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.			W O M E N				M E N										TOT. 12- 17	MALE 12- 17									
								PERS (2+)	ING 18+		TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64			55+								
WEEKEND DAYTIME SPORTS										A	5.5	16	497	1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
ABC COLLEGE FTBALL GAME										B	5.5	16	497	1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
SAT 3.30P 197 ABC 1										C	5.5	16	497	1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
213 98 SE 1																																			
SYRACUSE V OHIO; USC V STANFORD										A	4.6	14	416	1340	117	387	166	368	163	710	59^	220	394	677	361	431	335	405	352	246	115	93^	128		
3.30 - 4.00										A	5.4	16	488	1367	133	400	177	391	183	784	71^	247	421	754	392	464	351	422	371	291	91^	77^	92^		
4.00 - 4.30										A	5.6	16	506	1436	139	430	195	423	210	800	83^	234	422	772	394	455	339	400	396	317	110	76^	97		
4.30 - 5.00										A	5.1	15	461	1395	128	436	173	427	172	791	83^	227	396	775	381	445	313	378	387	330	89^	61^	78^		
5.00 - 5.30										A	5.9	16	533	1356	134	438	177	433	183	785	68^	223	396	773	383	452	328	396	373	321	62^	44^	71^		
5.30 - 6.00										A	6.0	15	542	1380	140	455	178	449	195	781	62^	202	360	770	349	423	298	372	366	347	50^	41^	93		
6.00 - 6.30										A	6.3	16	570	1425	149	488	201	468	201	790	68^	206	365	775	351	429	297	376	371	346	59^	42^	88		
6.30 - 7.00																																			
ABC COLLEGE FOOTBALL-POST										A	5.1	13	461	1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
SAT 6.47P 12 ABC 1										B	5.1	13	461	1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
215 99 SC 1										C	5.1	13	461	1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
CBS NFL TODAY										A	6.3	21	570	1324	166	408	239	390	218	774	121	322	547	738	511	548	425	463	351	190	44^	38^	98		
SUN 12.30P 30 CBS 2										B	6.4	21	579	1354	162	414	233	404	223	759	108	318	534	721	496	525	426	455	337	196	60	53	121		
209 98 SC 2										C	6.4	21	579	1354	162	414	233	404	223	759	108	318	534	721	496	525	426	455	337	196	60	53	121		
CBS NFL FOOTBALL GAME 1										A	13.7	35	1238	1448	166	423	247	410	227	843	101	316	564	811	533	585	463	515	393	226	86	59	97		
SUN 1.00P 194 CBS 2										B	13.1	34	1185	1454	177	439	234	427	221	827	93	293	525	796	494	541	431	479	386	255	84	59	104		
215 99 SE 2										C	13.1	34	1185	1454	177	439	234	427	221	827	93	293	525	796	494	541	431	479	386	255	84	59	104		
VARIOUS TEAMS AND TIMES										A	11.1	32	1003	1422	164	415	252	399	227	827	108	325	555	797	526	576	447	497	373	221	64	49	117		
1.00 - 1.30										A	13.4	36	1211	1462	162	425	259	406	234	840	109	321	564	803	527	578	454	506	392	225	85	62	112		
2.00 - 2.30										A	14.6	38	1320	1440	160	408	244	392	221	855	111	320	565	819	530	581	455	506	393	238	85	59	92		
2.30 - 3.00										A	13.8	35	1248	1454	174	431	246	420	229	852	103	320	570	822	540	594	467	521	396	228	88	61	83		
3.00 - 3.30										A	14.4	35	1302	1462	169	425	243	416	227	850	91	311	570	821	540	595	479	533	404	226	95	64	91		
3.30 - 4.00										A	14.7	36	1329	1478	169	432	244	424	230	858	90	316	581	830	552	600	491	539	405	230	92	61	96		
4.00 - 4.30										A	13.1	31	1184	1478	180	452	254	438	238	840	98	314	559	807	526	586	461	522	396	221	90	60	96		
NBC MAJOR LEAGUE PRE GAME										A	3.5	12	316	1296	140^	429	215	418	195	529	73^	215	308	490	269	298	235	264	168	191	151	115^	188		
SAT 2.00P 17 NBC 11										B~	4.1	15	371	1382	141	428	192	428	169	638	78	236	359	599	327	360	280	314	223	241	123	82	189		
203 98 SC 23										C~	3.9	14	353	1387	137	424	218	400	193	623	82	229	361	585	329	362	282	315	223	217	135	92	189		
NBC MAJOR LEAGUE BASEBALL										A	5.1	16	461	1319	135	466	161	458	172	686	54^	188	309	674	297	328	254	286	259	346	79^	60^	87^		
SAT 2.17P 200 NBC 11										B~	6.0	19	542	1373	134	448	164	439	164	732	63	211	373	716	350	396	308	354	298	318	84	62	110		
203 97 SE 23										C~	5.6	18	506	1380	127	443	175	436	165	717	60	213	366	705	343	390	304	349	296	315	90	66	111		
DETROIT VS N.Y. YANKEES																																			
CHICAGO CUBS VS ST. LOUIS																																			
2.00 - 2.30										A	3.8	12	344	1248	111^	394	155	392	165	603	70^	195	301	571	269	304	232	267	209	267	126^	93^	126^		
CONT'D																																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS		W O M E N				M E N										TOT. MALE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		CHD
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. (2+)	ING WOM. 18+		TOTAL	18-			25-		TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	21- 54	25- 49	25- 54	35- 64	55+	TOT. 12- 17	MALE 12- 17	TOT. 2- 11		
	#STNS	CVG%	TYPE	T/C								18-	18- 49	21+	54	18-															21-	25-
WEEKEND DAYTIME SPORTS CONT'D																																
US OPEN TENNIS-SATURDAY --CONT'D																																
	11.00 - 11.30				A	2.9	11	262	1239	205	544	236	537	237	481	52^	165^	232	476	227	245	180	197	185	231	58^	30v	157^				
	11.30 - 12.00				A	3.0	11	271	1271	207	567	247	562	235	608	72^	171^	284	602	278	307	212	242	228	295	41v	30v	55^				
	12.00 - 12.30				A	3.4	12	307	1286	221	548	263	545	237	618	72^	153	303	618	303	332	231	260	282	286	22v	14v	98^				
	12.30 - 1.00				A	3.5	12	316	1261	218	550	259	538	214	571	63^	142^	250	567	247	276	188	217	247	291	50^	24v	90^				
	1.00 - 1.30				A	3.8	13	344	1278	217	571	280	555	250	555	67^	160	277	554	276	301	210	235	239	253	45^	7v	107^				
	1.30 - 2.00				A	4.3	14	389	1301	205	539	262	531	253	586	73^	199	356	581	351	376	283	308	259	204	71^	29v	105^				
	2.00 - 2.30				A	5.0	17	452	1332	218	522	274	503	252	643	63^	229	403	637	397	426	341	370	285	211	72^	41^	94^				
	2.30 - 3.00				A	5.2	17	470	1360	224	535	273	519	271	664	75^	250	410	656	402	451	335	384	284	205	74^	48^	86^				
	3.00 - 3.30				A	5.0	16	452	1311	235	576	293	548	271	617	62^	221	364	609	356	407	302	354	270	201	58^	34^	59^				
	3.30 - 4.00				A	4.3	13	389	1340	221	633	302	534	284	603	65^	217	364	585	347	391	299	343	258	194	52^	30^	53^				
					A	5.7	16	515	1403	228	635	310	600	303	662	56^	230	383	647	369	425	328	383	287	223	43^	27^	63^				
US OPEN TENNIS-SATURDAY-2(S)																																
SAT	4.00P	150																														
	213	99																														
	4.00 - 4.30				A	5.1	16	461	1343	211	607	284	568	273	637	53^	209	368	617	348	395	315	362	279	222	34^	23v	66^				
	4.30 - 5.00				A	5.4	16	488	1353	200	600	283	568	284	636	57^	215	360	622	346	396	304	353	278	226	57^	36^	61^				
	5.00 - 5.30				A	5.7	16	515	1410	217	629	307	596	301	672	54^	243	394	660	382	433	340	390	272	227	45^	25^	65^				
	5.30 - 6.00				A	6.1	17	551	1456	261	663	344	622	328	676	62^	240	398	663	385	444	337	395	298	219	45^	30^	72^				
	6.00 - 6.30				A	6.4	16	579	1392	238	645	315	614	312	661	51^	230	380	647	366	434	328	397	295	213	34^	20^	52^				
US OPEN TENNIS-SAT-POST(S)																																
SAT	6.30P	30																														
	211	99																														
					A	4.6	11	416	1357	202	654	297	636	305	604	53^	211	316	587	300	372	264	336	256	215	44^	25v	55^				
US OPEN TENNIS-SUNDAY(S)																																
SUN	4.20P	306																														
	214	99																														
	4.00 - 4.30				A	5.8	14	524	1442	211	604	305	587	291	677	90	220	381	634	338	408	292	362	338	225	82^	62^	79^				
	4.30 - 5.00				A	5.1	12	461	1448	217	634	302	615	274	665	73^	221	354	637	326	396	281	351	306	241	71^	52^	78^				
	5.00 - 5.30				A	4.7	11	425	1454	202	662	278	638	257	673	62^	224	338	652	318	376	277	335	271	276	57^	47^	62^				
	5.30 - 6.00				A	4.8	11	434	1487	225	660	284	636	271	726	76^	246	361	700	335	400	285	349	289	301	43^	31^	58^				
	6.00 - 6.30				A	5.0	11	452	1557	243	690	311	656	299	729	64^	234	350	701	322	411	286	375	313	290	69^	36^	70^				
	6.30 - 7.00				A	5.9	13	533	1541	264	705	302	671	284	691	62^	198	316	667	292	358	254	320	307	310	66^	36^	79^				
	7.00 - 7.30				A	9.8	20	886	1504	266	713	286	686	289	685	50^	158	315	667	297	356	264	324	342	311	50^	31^	55				
	7.30 - 8.00				A	10.9	21	985	1545	261	717	294	700	302	727	55	191	356	715	345	408	301	364	351	307	54	32^	47^				
	8.00 - 8.30				A	11.4	20	1031	1530	247	693	289	675	295	742	46	182	366	733	358	423	321	386	375	310	53	32^	43^				
	8.30 - 9.00				A	11.5	19	1040	1551	224	663	279	646	274	766	54	206	398	759	391	458	344	410	389	302	51	34^	71				
	9.00 - 9.30				A	13.2	22	1193	1644	262	696	331	677	324	811	63	241	446	799	434	497	383	446	400	302	52	30^	85				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12-17
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+		W O M E N								M E N														
											18-	18-	21+	25-49	25-54	35-64	55+	TOTAL	18-34	18-49	21+49	25-49	25-54	35-64	55+								
WEEKEND DAYTIME OTHER										A	1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v
BUSINESS WORLD	11.00A	30	ABC	1		1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v					
SUN	140	73	N	1		1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v					
FACE THE NATION	10.30A	30	CBS	11		2.2	8	199	1212	280	637	112^	241	603	196^	270	331	322	532	129^	280	522	270	243	294	319	200^	15v					
SUN	117	77	CC	51		2.4	9	217	1288	204	646	125	245	610	193	241	273	354	584	155	267	548	243	229	280	254	255	37^					
						2.4	8	217	1288	204	646	110	218	651	193	241	292	381	584	124	267	548	243	229	256	254	265	28^					
HEALTH SHOW	10.30A	30	ABC	1		1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
SUN	133	71	N	1		1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
						1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
MEET THE PRESS	9.30A	30	NBC	10		2.0	9	181	1205	163^	619	144^	262	619	234	264	219^	336	483	139^	296	466	279	261	285	215^	163^	26v					
SUN	142	87	CC	49		2.2	10	199	1405	202	658	154	268	665	243	263	255	358	552	152	262	558	238	227	280	257	268	40^					
						2.2	9	199	1288	202	611	137	238	621	187	236	255	358	552	135	262	518	238	205	254	238	236	40^					
SUNDAY MORNING	9.00A	90	CBS	11		4.3	19	389	1303	233	643	91^	264	640	239	273	299	345	573	115^	297	572	296	270	331	324	215	28v					
SUN	191	96	N	51		3.8	18	344	1288	246	680	109	258	668	243	289	332	356	541	118	253	531	245	224	280	287	236	23^					
						3.9	16	353	1321	228	662	106	252	651	226	267	324	363	551	115	262	540	254	231	287	290	248	17^					
9.00 - 9.30						3.5	17	316	1278	236	647	64^	247	647	228	258	316	370	550	102^	262	550	262	237	296	294	229	27v					
9.30 - 10.00						4.5	19	407	1313	231	648	102^	251	648	221	258	282	360	584	120	301	584	301	277	332	321	228	28v					
10.00 - 10.30						4.8	19	434	1339	238	648	104^	293	641	269	305	308	319	591	123	323	588	321	292	362	356	198	31^					
SUNDAY TODAY	8.00A	90	NBC	11		2.4	14	217	1164	238	598	131^	330	598	295	330	317	233	477	114^	294	476	293	292	317	296	158^	59^					
SUN	140	91	N	51		1.9	13	172	1084	234	598	119	276	616	270	304	320	282	492	118	269	462	245	237	294	275	186	35^					
						1.8	10	163	1288	223	574	146	255	596	228	289	286	297	519	166	284	536	291	250	311	266	196	37^					
8.00 - 8.30						2.0	15	181	1175	282	582	130^	320	582	294	329	300	227^	492	110^	306	492	306	304	320	319	171^	55v					
8.30 - 9.00						2.6	15	235	1189	243	606	131^	343	606	302	337	333	227	504	127^	317	504	317	317	338	314	166^	58^					
9.00 - 9.30						2.6	13	235	1129	200	602	131^	325	602	290	322	313	244	439	103^	262	435	258	257	295	260	139^	64^					
THIS WEEK-DAVID BRINKLEY	11.30A	60	ABC	1		3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v					
SUN	206	98	N	1		3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v					
						3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v					
11.00 - 12.00						3.1	10	280	1305	136^	679	96^	145^	679	136^	181	211	489	555	99^	201	551	198	166	217	251	302	18v					
12.00 - 12.30						3.2	10	289	1355	151^	674	76^	153^	674	149^	193	223	478	613	93^	238	613	238	211	281	317	305	11v					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN									
								18+	49			18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	TOT.	FEM.	TOT.	TOT.								
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11						
HOLIDAY DAYTIME SPECIALS										A	3.4	10	307	1345	270	221	45^	580	174	313	283	237	244	633	257	369	328	239	216	69^	26^	62^	42^
US OPEN TENNIS-MON(S)										A	3.5	11	316	1298	242	181	68^	625	170	295	273	243	295	484	181	263	262	191	177	68^	36^	120^	68^
MON 12.30P 330 CBS										A	2.7	8	244	1279	209	153^	38^	539	133^	235	219	200	277	569	230	327	262	218	211	90^	47^	81^	43^
144 83 SE										A	3.1	9	280	1318	214	156^	38^	555	136^	232	230	208	297	588	235	313	273	234	230	89^	28^	86^	41^
12.30 - 1.00										A	3.4	10	307	1342	270	211	53^	578	189	289	262	208	269	606	248	364	330	246	195	80^	21^	79^	55^
1.00 - 1.30										A	3.4	10	307	1380	267	222	49^	582	206	328	297	221	229	655	279	418	373	257	199	76^	19^	67^	52^
1.30 - 2.00										A	3.4	10	307	1306	270	229	44^	563	198	330	303	227	211	638	299	417	347	218	194	62^	16^	43^	36^
2.00 - 2.30										A	3.5	10	316	1306	270	229	44^	563	198	330	303	227	211	638	299	417	347	218	194	62^	16^	43^	36^
2.30 - 3.00										A	3.3	9	298	1316	275	232	37^	529	162	316	275	243	203	673	264	399	347	260	234	84^	27^	31^	26^
3.00 - 3.30										A	3.6	10	325	1369	312	271	33^	603	184	362	318	267	224	677	272	413	357	258	223	51^	16^	37^	31^
3.30 - 4.00										A	3.3	9	298	1348	307	258	38^	591	178	340	289	249	227	665	289	374	316	212	238	63^	29^	29^	29^
4.00 - 4.30										A	3.5	9	316	1393	310	265	55^	613	186	363	313	259	227	681	265	381	345	259	228	58^	26^	42^	36^
4.30 - 5.00										A	4.0	10	362	1450	284	236	42^	605	165	332	315	271	241	718	262	388	379	272	248	54^	29^	73^	46^
5.00 - 5.30																																	
5.30 - 6.00																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.4	52.5	53.7	55.6	56.4	58.2	59.4	61.8	63.0	63.9	63.6	63.3	61.0	59.7	57.8	55.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← NFL MONDAY NIGHT FOOTBALL
WASHINGTON VS. NEW YORK GIANTS
(8:00-11:21)(PAE) →

17,270																
19.1	14.3 *					17.8 *			20.4 *			18.8 *		21.3 *		21.7 *
33	26 *					31 *			33 *			30 *		35 *		37 *
13.7	14.8				17.1	18.5		20.4	20.3	19.0	18.7	20.8	21.9	21.6	21.7	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MAGNUM, P.I. →

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← NBC MONDAY NIGHT MOVIES
BABY, IT'S YOU →

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.6		11.9		10.4		11.4		11.7		12.5		11.1		9.7
25		22		18		19		18		20		18		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		2.7		2.1		2.1		2.3		2.6		2.2		2.1
6		5		4		3		4		4		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.1		2.4		2.8		2.1		1.9		1.4		1.2
4		4		4		5		3		3		2		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		6.1		6.4		7.1		7.1		7.7		6.4		5.4
11		11		11		12		11		12		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		2.9		3.2		3.9		6.2		7.2		7.2		7.2
6		5		6		6		10		11		12		13

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.7	52.7	53.6	55.8	55.9	58.4	60.4	61.9	61.2	61.3	60.9	61.0	58.9	57.7	55.9	53.4
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
					WHO'S THE BOSS? (R)		FULL HOUSE-TUE. (R)		← MOONLIGHTING (R)(PAE) →			← THIRTYSOMETHING (R) →				
					14,550		14,740		9,850			8,590				
					16.1		16.3		10.9		11.1 *	10.7 *	9.5	9.7 *		9.3 *
					28		27		18		18 *	18 *	17	17 *		17 *
					15.0	17.2	15.9	16.7	11.4	10.8	10.3	11.1	9.8	9.5	9.3	9.3
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
					CBS SUMMER PLAYHOUSE (R) TICKETS, PLEASE		EVERYTHING'S RELATIVE		← CBS TUESDAY MOVIE WOMEN OF VALOR (R)(PAE) →							
					2,980		2,710		12,110							
					3.3		3.0		13.4		11.2 *	12.3 *		15.0 *		15.1 *
					6		5		23		18 *	20 *		26 *		28 *
					3.4	3.2	2.9	3.1	10.7	11.8	12.1	12.6	14.8	15.1	15.6	14.5
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
					← MATLOCK (R) →				← IN THE HEAT OF THE NIGHT (R) →			NBC NEWS SPECIAL IT'S NOT EASY BEIN' TEEN				
					13,290				11,480			8,410				
					14.7	13.7 *		15.6 *	12.7	12.8 *		12.6 *	9.3	9.5 *		9.2 *
					25	24 *		25 *	21	21 *		21 *	17	16 *		17 *
					13.1	14.4	15.7	15.5	12.6	12.9	12.8	12.4	9.6	9.4	9.1	9.2
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																
	13.1		12.4		12.2		13.1		14.2		14.5		15.1		13.1	
	25		23		21		21		23		24		26		24	
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																
	2.6		3.5		3.7		4.2		4.6		4.9		4.8		4.2	
	5		6		6		7		8		8		8		8	
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																
	1.6		2.4		2.8		3.1		2.7		2.9		2.1		1.8	
	3		4		5		5		4		5		4		3	
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																
	4.8		5.6		6.1		7.0		8.7		7.8		6.9		6.0	
	9		10		11		11		14		13		12		11	
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																
	3.0		2.9		2.8		3.3		3.6		3.6		3.1		3.2	
	6		5		5		5		6		6		5		6	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	52.5	53.3	55.2	54.8	57.1	58.7	60.0	60.0	60.7	60.2	59.6	57.5	56.4	55.0	53.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING (R)	PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	CHINA BEACH (R)
12,660		12,750	9,760	6,870	7,770
14.0		14.1	10.8	7.6	8.6
25		24	18	13	15
13.4	14.5	13.8	10.6	8.0	8.5
			10.9	7.3	8.5
					8.5
					8.6
					8.8
					8.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

JAKE (R)	AND THE FATMAN(B) (R)(PAE)	EQUALIZER (R)	WISEGUY (R)
6,870		8,410	9,040
7.6	7.1 *	8.2 *	9.8 *
13	13 *	15	16 *
6.8	7.4	8.7	9.8
	8.0	8.9	9.8
			9.8
			9.8
			9.5
			10.0
			10.0
			10.1
			10.5

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FUNNY PEOPLE	NBC MOVIE OF THE WEEK-WED I MARRIED A CENTERFOLD (R)
6,330	11,030
7.0	12.2 *
12	21 *
6.5	10.9
	11.1
	12.3
	12.4
	12.7
	12.4
	13.1
	13.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7	12.8	12.6	13.6	14.8	15.3	16.0	11.7
25	24	23	23	25	26	28	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	3.5	4.0	4.8	5.2	5.5	5.9	2.7
5	6	7	8	9	9	10	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.6	3.9	4.2	2.9	3.2	2.7	2.6
3	5	7	7	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9	7.3	7.6	8.1	9.4	9.3	7.7	7.3
11	13	14	14	16	16	14	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	3.4	3.4	3.7	4.9	5.4	3.9	3.9
6	6	6	6	8	9	7	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.5	50.5	51.3	53.7	54.4	56.0	56.5	57.5	57.8	58.5	58.3	58.8	56.3	54.8	53.1	51.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC THURSDAY NIGHT MOVIE RACING WITH THE MOON (PAE)										BURNING QUESTIONS						
7,960										6,870						
8.8	7.7 *				8.9 *			9.3 *		9.3 *	7.6	7.5 *			7.6 *	
15	14 *				16 *			16 *		16 *	14	13 *			15 *	
7.9	7.5	8.6			9.3	9.3		9.4	9.7	8.9	7.4	7.5	7.6		7.7	

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS SMOKING WAR					CBS SPECIAL MOVIE-THU OPEN ADMISSIONS (PAE)											
5,150					6,870											
5.7	5.3 *			6.1 *	7.6	6.9 *		7.0 *		8.3 *					8.1 *	
10	10 *			11 *	14	12 *		12 *		15 *					16 *	
5.4	5.1	6.1		6.1	6.7	7.0	6.9	7.0	8.4	8.2	8.1				8.0	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)		BOB HOPE NEWS NETWORK				CHEERS (R)		L.A. LAW (R)							
18,800		15,550				13,830		13,560							
20.8		17.2	17.3 *		17.0 *	15.3		15.0	14.7 *					15.3 *	
38		30	30 *		29 *	26		28	26 *					29 *	
19.2	22.5	17.8	16.8	17.4	16.7	14.9	15.7	14.7	14.7	15.3				15.2	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7		12.3		10.6		12.2		12.8		13.7		11.3		9.5	
25		23		19		21		22		23		20		18	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.6		2.6		3.2		3.8		4.4		2.8		1.7	
5		5		5		6		7		8		5		3	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		2.2		2.6		2.7		2.3		2.3		1.7		1.3	
3		4		5		5		4		4		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		7.2		7.7		9.2		9.7		10.2		8.9		7.3	
12		14		14		16		17		17		16		14	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.5		2.6		2.9		4.2		4.8		5.6		4.9	
4		5		5		5		7		8		10		9	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.8	46.9	46.2	47.4	47.3	48.7	50.4	51.4	51.8	53.3	53.9	54.3	53.6	53.6	52.8	51.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

						PERFECT STRANGERS (R)		ABC SAT. MORNING PREVIEW		LIFE AFTER DEATH ROW (PAE)				20/20		
						7,680		6,600		8,050			11,750			
						8.5		7.3		8.9		7.8	10.0 *	13.0	12.9 *	13.1 *
						18		14		17		15 *	19 *	25	24 *	25 *
						8.2	8.9	7.3	7.2	7.4	8.1	9.8	10.2	12.4	13.3	12.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

								CBS SPECIAL MOVIE-FRI-1 SECRET WITNESS					CBS SPECIAL MOVIE-FRI-2 RUN TILL YOU FALL (PAE)			
						10,400						9,580				
						11.5	10.2 *		11.5 *		12.8 *	10.6	10.7 *		10.4 *	10.6 *
						23	21 *		23 *		24 *	20	20 *		19 *	20 *
						10.0	10.4	11.3	11.7	12.8	12.7	11.0	10.5	10.4	10.6	10.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

								HIGHWAYMAN SPECIAL (R)		BLACKE'S MAGIC (R)				MIAMI VICE (R)		
						5,420				6,600			8,140			
						6.0	5.5 *		6.4 *	7.3	6.8 *	7.8 *	9.0	8.7 *		9.2 *
						12	11 *		13 *	14	13 *	14 *	17	16 *		18 *
						5.3	5.7	6.4	6.4	6.7	6.9	7.8	7.9	8.6	9.1	9.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2		11.6		11.2		11.8		11.9		12.3		10.8		9.8
26		25		23		23		23		23		20		19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.6		2.4		2.7		2.8		2.7		2.1		2.0
6		6		5		5		5		5		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.2		2.7		2.5		1.8		1.8		1.5		1.3
3		5		6		5		3		3		3		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		5.8		6.6		7.4		8.3		8.0		6.9		7.0
12		12		14		15		16		15		13		13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.7		3.1		4.1		4.9		5.5		5.9		4.5
4		6		6		8		9		10		11		9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	41.0	41.9	43.5	44.6	48.3	50.0	51.3	53.1	54.9	55.6	55.4	55.4	54.2	53.9	53.1	52.4	50.6	49.4
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← ABC COLLEGE FTBL GAME NEBRASKA VS UCLA (8:00-11:34) →																		
					5,510													
					6.1	6.2 *		7.1 *		6.5 *		5.5 *		5.2 *		6.3 *		6.4 *
					12	13 *		14 *		12 *		10 *		10 *		12 *		12 *
					5.7	6.6	7.2	7.0	6.9	6.1	6.0	5.1	5.1	5.3	6.2	6.4	6.6	6.2
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
FIRST IMPRESSIONS FRANK'S PLACE (R)(PAE) ← CBS COLLEGE FTBL GAME MICHIGAN VS NOIRE DAME (9:00-12:30) →																		
					4,610		4,070		5,970									
					5.1		4.5		6.6	5.1 *		6.5 *		6.9 *		5.4 *		7.4 *
					10		9		13	10 *		12 *		13 *		10 *		14 *
					5.0	5.2	4.4	4.5	4.7	5.5	6.1	7.0	6.9	6.8	5.2	5.7	7.2	7.6
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) ← BABY BOOM → MISS AMERICA PAGEANT (10:00-12:13) →																		
					10,850		13,740		19,160		18,980		20,160					
					12.0		15.2		21.2		21.0		22.3		22.3 *		23.3 *	
					24		29		38		38		44		41 *		44 *	
					11.3	12.8	14.3	16.1	20.5	21.9	21.0	21.0	21.7	22.9	23.4	23.2	22.3	21.4
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																		
	11.4		12.4		11.8		12.0		12.1		12.2		10.8		10.6		9.0	
	28		28		24		23		22		22		20		20		18	
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																		
	2.9		3.2		2.1		1.9		2.1		2.0		1.6		1.6		1.7	
	7		7		4		4		4		4		3		3		3	
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																		
	1.9		2.2		3.0		3.2		2.2		2.3		2.3		2.3		1.6	
	5		5		6		6		4		4		4		4		3	
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																		
	7.0		7.7		7.1		7.2		6.9		7.6		8.5		7.2		6.0	
	17		17		14		14		13		14		16		14		12	
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																		
	3.9		3.9		5.5		5.8		5.8		5.8		4.3		4.0		3.4	
	9		9		11		11		11		10		8		8		7	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	47.2	46.0	42.6	35.1	30.2	27.1	23.8	21.0	18.9	17.3	15.6	14.1	13.0	11.9				

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

(1)

ABC WEEKEND
REPORT-SAT.
(12:04-12:19)

1,270
1.4
4
1.4 1.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

—CBS COLLEGE FTBL GAME—
MICHIGAN VS NOTRE DAME
(9:00-12:30)

7.5 * 7.5 *
15 * 17 *
7.6 7.5 8.3 6.8

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

MISS AMERICA
PAGEANT
(10:00-12:13)

←SATURDAY NIGHT
(12:43-2:03)(PAE)→

3,800
4.2 5.5 * 4.4 * 3.5 *
20 21 * 20 * 20 *
21.7 22.2 21.3 6.2 5.4 5.0 3.9 3.7 3.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1 7.0 6.9 6.1 4.6 3.5 2.9
17 18 24 27 25 24 23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 1.8 1.8 1.5 1.2 0.9 0.8
4 5 6 7 7 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.1 1.0 0.7 0.5 ^ 0.4 ^ 0.3 ^
3 3 3 3 3 ^ 3 ^ 2 ^

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1 4.5 4.1 3.0 2.3 2.2 2.0
11 12 14 13 13 15 16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2 2.9 3.5 3.2 3.1 2.6 2.4
7 7 12 14 17 18 19

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC COLLEGE FTBL GAME, NEBRASKA VS UCLA, ABC, (8:00-11:34), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.5	52.5	54.4	56.0	58.5	60.5	60.9	62.2	62.2	62.3	61.3	60.0	58.3	57.2	55.2	52.7	47.8	41.7
<div> <div> ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR % </div> <div> ← DISNEY SUNDAY MOVIE NOT QUITE HUMAN, PT.2 (R) → ← MACGYVER (R) → ← ABC SUNDAY NIGHT MOVIE SCANDAL SHEET (R)(PAE) → </div> </div>																		
	8,230 9.1 17 8.1	8.5 * 16 * 9.0	9.4	9.7 * 18 * 9.9	9,850 10.9 18 8.7	9.4 * 16 * 10.2	11.7	12.3 * 20 * 12.9	13.7 23 12.5	13.0 * 21 * 13.4	13.8 * 23 * 13.8	13.9	13.9	14.0 * 24 * 14.1	14.3	14.2 * 26 * 14.1		
<div> <div> CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR % </div> <div> ← US OPEN TENNIS-SUNDAY (4:20-9:26)(PAE) → ← 60 MINUTES (9:26-10:26)(PAE) → ← CBS SUNDAY MOVIE INTRIGUE (10:26-12:26)(PAE) → </div> </div>																		
	9.0	9.8 * 20 * 10.5	10.7	10.9 * 21 * 11.2	11.6	11.4 * 20 * 11.2	11.2	11.5 * 19 * 11.8	13.2	11,840 13.1 22 12.1	13.6	13.2 * 22 * 12.8	13.4	7,960 8.8 19 10.4	9.4	9.2 * 16 * 9.0	9.1	8.7 * 17 * 8.4
<div> <div> NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR % </div> <div> (1) ← RAGS TO RICHES (7:16-8:16)(R)(PAE) → ← FAMILY TIES (8:16-8:46)(R)(PAE) → ← MY TWO DADS (8:46-9:16)(R)(PAE) → ← NBC SUNDAY NIGHT MOVIE SHOOTER (9:16-11:16)(PAE) → </div> </div>																		
	14.1	7,140 7.9 14 7.4	7.2	7.4 * 14 * 7.6	9.1	10,670 11.8 19 10.7	12.8	11,300 12.5 20 11.7	13.3	10,220 11.3 20 11.1	10.7	11.0 * 18 * 11.3	11.6	11.7 * 20 * 11.9	11.6	11.6 * 21 * 11.6	10.9	10.7 * 22 * 8.2
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	11.8		13.4		15.4		14.0		11.6		12.0		11.2		10.1		6.6	
SHARE AUDIENCE %	23		24		26		23		19		20		19		19		15	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.9		2.3		2.9		3.3		2.6		2.9		2.7		2.7		2.4	
SHARE AUDIENCE %	4		4		5		5		4		5		5		5		5	
PBS																		
AVERAGE AUDIENCE	2.1		2.5		3.1		3.5		2.8		3.0		2.0		1.8		1.2	
SHARE AUDIENCE %	4		5		5		6		4		5		3		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.6		7.4		6.9		6.8		7.1		6.9		6.6		6.4		4.0	
SHARE AUDIENCE %	13		13		12		11		11		11		11		12		9	
PAY SERVICES																		
AVERAGE AUDIENCE	3.8		4.2		5.1		5.8		7.1		6.2		6.2		5.9		5.2	
SHARE AUDIENCE %	7		8		9		9		11		10		11		11		12	

U.S. TV HOUSEHOLDS: 90,400,000

(1) NFL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.9	29.9	26.0	22.5	20.0	17.9	15.3	13.7	11.7	10.6	9.5	8.8	7.9	7.4				

ABC TV

AVERAGE AUDIENCE	{	1,900
(Hhlds (000) & %)		2.1
SHARE AUDIENCE	%	11
AVG. AUD. BY 1/4 HR	%	2.1

(1)

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		8.9 *
SHARE AUDIENCE	%	23 *
AVG. AUD. BY 1/4 HR	%	8.7

CBS SUNDAY MOVIE
INTRIGUE
(12:26-12:41) (PAE)

(2)

2,170
2.4
11
2.5 2.4CBS NEWS
NIGHTWATCH-
(11:35-11:55) (PAE)720
0.8
7
0.8 0.8**NBC TV**

AVERAGE AUDIENCE	{	1,540
(Hhlds (000) & %)		1.7
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	1.7

(3) (PAE)

INDEPENDENTS
(INCL. SUPERSTATIONS)AVERAGE AUDIENCE
SHARE AUDIENCE %5.2
164.2
173.5
192.7
192.1
191.6
181.3
17**SUPERSTATIONS**AVERAGE AUDIENCE
SHARE AUDIENCE %1.5
51.4
61.2
60.9
60.7
60.7
80.6
8**PBS**AVERAGE AUDIENCE
SHARE AUDIENCE %1.1
30.6
20.5 ^
3 ^0.3 ^
2 ^0.2 ^
2 ^0.1 v
1 v0.1 v
1 v**CABLE ORIG.**AVERAGE AUDIENCE
SHARE AUDIENCE %4.0
123.1
132.6
142.0
141.9
171.5
161.3
17**PAY SERVICES**AVERAGE AUDIENCE
SHARE AUDIENCE %3.7
113.0
122.4
132.2
151.7
151.6
181.5
20

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) CBS SUNDAY NEWS (PAE), CBS, (12:26-12:41)
 (3) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.4	8.7	10.5	12.6	14.9	16.5	17.6	18.2	18.7	19.5	20.0	20.2	20.7	21.4	21.8	22.1	21.4	22.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TUE-FRI)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TUE-FRI)													
	1,240		1,970	3,230	3,230													
	1.4		2.2	3.6	3.6													
	15		16	19	19													
	1.4		2.2	3.6	3.5							3.7	3.5					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

		CBS MORNING NEWS-6:30AM (TUE-FRI)(PAE)		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1 (TUE-FRI)(PAE)		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2 (TUE-FRI)(PAE)							FAMILY FEUD (TUE-FRI)(PAE)
	810					1,830				1,810							2,330
	0.9					2.0				2.0							2.6
	9					11				10							13
	0.8	1.0				2.1	2.0			2.0	2.0						2.5
																	2.7

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

		NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)							SALE OF THE CENTURY (PAE)
	1,550					3,510				3,840							2,820
	1.7					3.9				4.3							3.1
	20					21				22							14
	1.5	2.0				3.8	4.0			4.3	4.2						2.9
																	3.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.7		4.4		5.5		5.3		5.5		5.0		5.0		5.2
18		24		28		31		28		28		24		23		24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		1.0		1.6		1.9		1.8		1.9		1.6		1.6		1.6
9		9		10		11		9		9		8		7		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	^	0.1	^	0.3		0.5		0.9		1.1		1.4		1.6		1.3
1	^	1	^	2		3		5		6		7		7		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.5		1.9		2.1		2.2		2.3		2.5		2.7		2.6
16		13		12		12		11		12		12		12		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6		0.6		0.8		0.9		1.0		1.1		1.2		1.2		1.1
8		6		5		5		5		5		6		5		5

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A, (PAE), ABC, (6:15-6:30), (TUE-FRI)
(2) ABC WORLD NEWS-MORN-645A, (PAE), ABC, (6:45-7:00), (TUE-FRI)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.1	22.4	22.6	23.0	22.8	23.6	24.8	25.6	26.2	27.0	28.8	29.5	29.2	29.2	28.1	28.3	28.2	28.5
ABC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)			2,280		2,080		1,900		3,030		6,030				6,400			
SHARE AUDIENCE %			2.5		2.3		2.1		3.4		6.7		6.2 *		7.1 *		7.0 *	7.2 *
AVG. AUD. BY 1/4 HR			11		11		9		13		24		22 *		26 *		26 *	27 *
			2.4	2.6	2.3	2.4	2.1	2.1	3.2	3.5	5.9	6.5	7.0	7.2	6.9	7.0	7.1	7.3
CBS TV																		
AVERAGE AUDIENCE (Hhds (000) & %)			2,310		4,130		5,330		6,570		4,580				5,510			
SHARE AUDIENCE %			2.6		4.6		5.9		7.3		5.1		7.4 *		6.1		6.0 *	6.2 *
AVG. AUD. BY 1/4 HR			13		22		28		29		18		28 *		22 *		22 *	23 *
			2.5	2.6	4.3	4.8	5.7	6.1	7.0	7.2	7.4	7.4	5.0	5.1	6.0	6.1	6.2	6.2
NBC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)			3,200		4,070		3,470		2,680		3,720		5,970		4,090			
SHARE AUDIENCE %			3.5		4.5		3.8		3.0		4.1		6.4 *		6.8 *		4.6 *	4.5 *
AVG. AUD. BY 1/4 HR			16		22		16		12		16		23 *		24 *		17 *	17 *
			3.5	3.6	4.4	4.6	3.7	4.0	2.9	3.1	4.0	4.3	6.3	6.6	6.7	4.7	4.5	4.5
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	5.1		4.7		5.0		5.4		6.2		6.2		6.6		6.2		6.5	
SHARE AUDIENCE %	23		21		21		21		23		21		23		22		23	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.7		1.7		1.8		1.7		2.0		1.9		1.9		1.9		2.0	
SHARE AUDIENCE %	8		7		8		7		8		7		7		7		7	
PBS																		
AVERAGE AUDIENCE	1.2		1.0		0.9		0.9		0.8		0.9		0.8		0.8		0.7	
SHARE AUDIENCE %	6		4		4		3		3		3		3		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	2.7		2.8		2.8		2.9		3.0		3.3		3.4		3.6		3.8	
SHARE AUDIENCE %	12		12		12		12		11		11		12		13		13	
PAY SERVICES																		
AVERAGE AUDIENCE	1.3		1.4		1.2		1.1		1.2		1.3		1.4		1.6		1.6	
SHARE AUDIENCE %	6		6		5		5		4		5		5		6		6	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.2	28.7	29.4	30.3	30.5	31.9	33.1	34.5	35.6	37.5	38.4	40.0	45.7	47.4	48.5	49.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL
(TUE-FRI)(PAE) →

6,780
7.5 7.3 * 7.6 *
27 27 * 26 *
7.3 7.4 7.6 7.7

ABC WORLD
NEWS TONIGHT

8,570
9.5
20
9.3 9.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(TUE-THU)(PAE) →

4,790
5.3 5.2 * 5.3 *
19 19 * 18 *
5.3 5.2 5.3 5.4

(PAE) →

CBS EVENING
NEWS-RATHER

8,570
9.5
20
9.4 9.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA
(TUE-FRI)(PAE) →

3,960
4.4 4.3 * 4.5 *
16 16 * 15 *
4.3 4.3 4.5 4.6

NBC NIGHTLY
NEWS

8,460
9.4
20
9.3 9.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8 7.4 8.3 9.3 10.1 10.4 11.9 12.7
24 25 27 28 28 27 25 26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 2.0 2.4 3.0 2.8 2.7 2.7 2.9
7 7 8 9 8 7 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7 0.8 1.0 1.1 1.0 1.1 1.1 1.3
2 3 3 3 3 2 2 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9 4.2 4.6 4.7 4.8 5.1 5.2 5.5
14 14 15 14 13 13 11 11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 1.8 1.5 1.6 1.8 1.9 2.0 2.3
6 6 5 5 5 5 4 5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.6	8.6	9.8	11.5	13.4	15.5	18.0	20.3	21.7	23.9	25.4	26.6	26.8	27.2	27.0	27.7	28.5	29.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEANY AND
CECIL

1,720
1.9
13
1.7

2.2

WINNIE THE
POOH I

3,530
3.9
20
3.5

4.2

WINNIE THE
POOH II

4,880
5.4
23
5.0

5.7

SLIMER &
REAL GHOSTS.

5,330
5.9
23
5.7

6.1

SLIMER &
REAL GHOSTS.

6,060
6.7
25
6.7

6.6

PUP NAMED
SCOOBY DOO

5,600
6.2
23
6.0

6.3

BUGS
BUNNY/TWEETY
SHOW I

5,150
5.7
20
5.6

5.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY

1,360
1.5
9
1.4

1.7

MUPPET BABIES I

2,350
2.6
14
2.4

2.8

MUPPET BABIES II

2,890
3.2
15
3.2

3.3

MUPPET BABIES III

3,530
3.9
16
3.5

4.2

PEE WEE'S
PLAYHOUSE

4,160
4.6
18
4.6

4.7

MIGHTY
MOUSE(B)

2,800
3.1
12
3.1

3.1

US OPEN
TENNIS-
SATURDAY-1
(11:00-4:00)

3,620
4.0
13
2.9

2.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KISSYFUR
(PAE)

2,440
2.7
19
2.4

3.1

GUMMI BEARS

3,340
3.7
19
3.5

3.9

SMURFS I

3,800
4.2
18
3.8

4.6

SMURFS II
(PAE)

4,610
5.1
20
5.1

5.0

ALF-SAT MORN
I

4,250
4.7
17
4.6

4.8

ALF-SAT MORN
II

4,790
5.3
19
5.4

5.2

ALVIN AND THE
CHIPMUNKS

5,970
6.6
23
6.3

6.9

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2
27

2.6
25

2.8
19

3.0
16

3.5
15

4.6
18

5.0
19

6.0
22

6.4
22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6
7

1.0
9

1.1
8

1.2
6

1.2
5

1.4
5

1.3
5

1.5
5

1.7
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2
2

0.4
4

0.6
4

0.8
4

0.9
4

1.0
4

0.9
3

1.1
4

1.0
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
23

2.2
21

3.1
22

3.9
20

4.1
18

3.9
15

4.3
16

4.1
15

4.8
17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
15

1.3
12

1.5
10

1.5
8

2.2
10

2.4
9

1.6
6

1.6
6

1.7
6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.3	29.7	29.2	29.4	29.5	29.8	29.3	29.8	29.6	30.2	29.8	30.6	30.8	31.0	31.5	32.4	32.6	32.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BUGS
BUNNY/TWEETY
SHOW II

ANIMAL CRACK-
UPS

(1)

(2)

6,690
7.4
25
7.1

3,710
4.1
14
3.9

2,710
3.0
10
3.1

3.0

4,970
5.5
16
4.1

4.6
14
5.0

US OPEN TENNIS-SATURDAY-1
(11:00-4:00)

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

3.0
3.1
3.4
3.5

3.0 *
11 *
3.4
3.5

3.4 *
12 *
3.5
3.5

3.5 *
12 *
3.5
3.7

3.8 *
13 *
3.8
4.1

4.3 *
14 *
4.4
4.9

5.0 *
17 *
5.1
5.2

5.2 *
17 *
5.2
5.2

5.0 *
16 *
4.8
4.1

4.3 *
13 *
4.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MISADVENTURES
-ED GRIMLEY
(PAE)

2 HIP FOR TV
I

2 HIP FOR TV
II

(3)

NBC MAJOR LEAGUE BASEBALL
DETROIT VS NEW YORK YANKEES
CHICAGO CUBS VS ST. LOUIS
(MULTI SEGMENT)(PAE)

4,520
5.0
17
5.2

4.7

1,900
2.1
7
2.4

1.9

1,360
1.5
5
1.6

1.5

3,160
3.5
12
3.5

4,610
5.1
16
3.8

4.5

4.4 *
14 *
4.4

5.0 *
16 *
5.2

5.6 *
17 *
5.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.9
23

7.4
25

8.1
27

8.2
28

9.1
30

8.5
28

8.8
28

9.0
28

8.8
27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
6

2.1
7

2.2
7

2.3
8

2.6
9

2.2
7

2.1
7

2.4
8

2.3
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
4

1.4
5

1.8
6

1.9
6

2.0
7

2.1
7

1.9
6

1.8
6

1.7
5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6
16

5.0
17

5.1
17

5.1
17

4.8
16

5.1
17

5.2
17

5.3
17

5.2
16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4
5

2.1
7

2.6
9

2.9
10

2.1
7

2.2
7

2.0
6

2.6
8

3.1
10

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND SPECIALS, CAP'N O.G. READMORE/PUSS IN BOOTS, ABC, (12:30-1:00), (R)
(2) ABC COLLEGE FTBALL GAME, SYRACUSE V OHIO; USC V STANFORD, ABC, (3:30-6:47)
(3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:17)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 10, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.4	33.2	34.0	34.8	34.4	35.0	35.9	36.3	38.2	39.7	40.2	40.4						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC COLLEGE FTBALL GAME													(1)
SYRACUSE VS OHIO													
USC VS STANFORD													
(3:30-6:47)(PAE)													
	5.4	*		5.6	*		5.1	*	5.9	*	6.0	*	4,610
	16	*		16	*		15	*	16	*	15	*	5.1
5.3	5.5	5.5	5.6	4.9	5.2	5.8	6.0	5.7	6.2	6.5	5.1	13	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

US OPEN TENNIS-SATURDAY-2										US OPEN TENNIS-SAT-POST			
5,150	5.1	*		5.4	*		5.7	*	6.1	*	6.4	*	4,160
5.7	16	16	*	16	*		16	*	17	*	16	*	4.6
4.9	5.3	5.6		5.2	5.6		5.7	5.9	6.2	6.5	6.3	4.9	4.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC MAJOR LEAGUE BASEBALL DETROIT VS NEW YORK YANKEES CHICAGO CUBS VS ST. LOUIS (MULTI SEGMENT)(PAE)													NBC NIGHTLY NEWS-SAT.
	5.5	*		5.7	*		5.4	*					8,140
	17	*		17	*		16	*					9.0
5.5	5.5	5.6	5.8	5.6	4.6	4.3							22
													8.6
													9.3

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.0		9.2		9.6		10.6		10.5		11.6
24		27		28		29		27		29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.2		2.5		2.8		2.9		3.1
5		6		7		8		7		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		1.8		1.5		1.7		1.7		1.6
5		5		4		5		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.7		6.5		7.1		7.0		7.5
16		17		19		20		18		19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		2.6		2.8		2.6		2.7		3.2
9		8		8		7		7		8

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC COLLEGE FOOTBALL-POST, (PAE), ABC, (6:47-6:59)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	7.2	8.0	9.3	11.0	13.0	15.1	17.0	18.6	20.7	22.1	23.1	24.8	26.0	26.3	27.4	28.0	28.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HEALTH SHOW BUSINESS WORLD
1,080 1,080
1.2 1.2
4 4
1.1 1.2 1.2 1.2

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY MORNING
FACE THE NATION FOR OUR TIMES (SUS)
3,890 4.3 3.5 * 4.5 * 4.8 * 1,990
19 17 * 19 * 19 * 2.2
3.1 4.0 4.5 4.6 4.8 4.8 2.3 2.2

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY MEET THE PRESS
2,170 2.4 2.0 * 2.6 * 2.6 * 1,810
14 15 * 15 * 13 * 9
1.8 2.2 2.6 2.6 2.6 2.5 2.0 1.9

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 2.5 3.6 4.9 5.4 6.2 7.4 8.2 8.6
22 29 30 30 27 27 29 30 31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4 1.0 1.3 1.7 1.8 1.8 2.0 2.1 2.3
6 11 11 11 9 8 8 8 8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2 0.3 0.7 1.2 1.5 1.5 1.5 1.6 1.8
3 3 6 7 8 7 6 6 6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6 2.4 3.1 3.7 4.2 5.1 5.9 6.2 5.9
24 28 26 23 21 23 23 23 21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 1.0 1.2 1.7 2.2 2.7 3.2 3.5 3.7
16 11 10 11 11 12 13 13 13

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 11, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.5	28.9	29.2	30.0	30.9	32.6	33.5	35.3	36.2	37.6	38.4	39.2	39.7	39.9	41.0	41.4	41.2	41.4

ABC TV

← THIS WEEK-DAVID BRINKLEY →

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,890																	
%	3.2	3.1 *		3.2 *														
%	11	10 *		10 *														
%	3.0	3.3	3.3	3.1														

CBS TV

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{					5,700		12,380											
%					6.3		13.7		11.1 *		13.4 *		14.6 *		13.8 *		14.4 *	
%					21		35		32 *		36 *		38 *		35 *		35 *	
%					5.6	7.0	10.2	12.0	13.1	14.0	14.3	14.9	13.6	14.1	14.6	14.2	14.5	14.8 *

NBC TV

NFL LIVE

NFL GAME 1
MIAMI VS. BUFFALO
PITTSBURGH VS. WASHINGTON
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{					3,530		6,330											
%					3.9		7.0		4.8 *		6.0 *		6.6 *		6.4 *		7.5 *	
%					13		18		14 *		16 *		17 *		16 *		18 *	
%					3.5	4.2	4.5	5.2	5.7	6.1	6.6	6.5	6.1	6.7	7.2	7.7	7.6	7.9 *

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3		8.7		8.2		7.6		8.2		8.3		8.9		9.1		9.6
32		29		26		22		22		21		22		22		23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.8		2.4		2.1		2.1		2.3		2.3		2.4		2.3
9		9		8		6		6		6		6		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.3		1.5		1.1		1.1		1.3		1.3		1.2		1.3
6		4		5		3		3		3		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		6.1		5.6		5.1		4.8		4.8		5.4		5.3		5.2
21		21		18		15		13		12		14		13		13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.7		3.9		3.8		2.6		3.0		3.0		3.0		2.6
11		13		12		11		7		8		8		7		6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP.11, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.0	42.4	41.3	41.6	41.8	42.2	42.7	43.7	44.6	45.5	46.1	47.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC WRLD NEWS
TONIGHT-SUN

7,230
8.0
17
7.9 8.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

US OPEN TENNIS-SUNDAY
(4:20-9:26)(PAE)

7,320
8.1
16
5.8
5.3
5.1
12
4.9
4.7
4.7
4.6
4.7
4.8
11
5.0
4.9
5.0
11
5.1
5.5
5.9
13
6.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(2)

NFL GAME 2
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

12,930
14.3
31
8.4
14.6
14.1
14.2
14.6
14.1
14.5
35
14.5
14.1
13.8
32
13.6
14.2
14.5
32
14.6
14.6
14.6
14.6
14.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3
22
9.6
23
9.4
22
10.3
24
9.0
20
9.8
21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3
5
2.1
5
2.2
5
2.5
6
2.0
4
2.1
5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
4
1.6
4
1.6
4
1.6
4
1.3
3
1.2
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6
13
6.4
15
6.1
15
6.2
14
6.1
14
6.4
14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2
5
2.7
7
3.8
9
4.0
9
3.4
8
3.0
6

U.S. TV HOUSEHOLDS: 90,400,000
(1) CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)
(2) NFL GAME 1, MIAMI VS BUFFALO, PITTSBURGH VS WASHINGTON, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

CLIENT NOTICE

October 19, 1988

THE POCKETPIECE REPORT
September 5-11, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME				NO. OF T/C	KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S		CHD				
DAY	TIME	DUR	NET OF #STNS			CVG%	TYPE	AVL. AUL.	VCH RECDN	IN %	AVL. ABS	TOT. WORK- PERS ING	WOMEN	WOMEN				MEN										TOT.	MALE		
														18-	25-	TOTAL	49	21+	54	18-	18-	18-	21-	21-	25-	25-	35-				
																											12-		12-	2-	
																				17	17	11									
WEEKEND DAYTIME SPORTS																															
ABC COLLEGE FTBALL GAME					A	5.4	.0	15	488	1405	137	440	183	430	190	788	72	226	400	767	379	450	327	398	380	318	83	62	93		
SAT 3:30P 197 ABC 1 B					A	5.4	.0	15	488	1405	137	440	183	430	190	788	72	226	400	767	379	450	327	398	380	318	83	62	93		
213 98 SE 1 C					A	5.4	.0	15	488	1405	137	440	183	430	190	788	72	226	400	767	379	450	327	398	380	318	83	62	93		
SYRACUSE V OHIO; USC V STANFORD																															
3:30 - 4:00					A	4.3	.1	13	389	1345	123	401	169	381	165	700	64	218	392	664	356	428	326	400	351	236	115	91	130		
4:00 - 4:30					A	5.4	.1	16	488	1389	136	407	180	397	186	786	72	251	428	766	398	471	356	429	377	295	93	79	94		
4:30 - 5:00					A	5.6	.1	16	506	1436	139	430	195	423	210	800	83	234	422	772	394	455	339	400	396	317	110	76	97		
5:00 - 5:30					A	5.1	.0	15	461	1395	128	436	173	427	172	791	83	227	396	775	381	445	313	378	387	330	89	61	78		
5:30 - 6:00					A	5.9	.0	16	533	1356	134	438	177	433	183	785	68	223	396	773	383	452	328	396	373	321	62	44	71		
6:00 - 6:30					A	6.0	.1	15	542	1380	140	455	178	449	195	781	62	202	360	770	349	423	298	372	366	347	50	41	93		
6:30 - 7:00					A	6.3	.1	16	570	1425	149	488	201	468	201	790	68	206	365	775	351	429	297	376	371	346	59	42	88		

92 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 5-11, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %															TEEN S		CHILDREN					
			TOTAL PERS	WORKING WOMEN	LOH 18-49 W/CH	W O M E N					M E N					TOT.	FEM.	TOT.	TOT.						
						18-	18-	25-	35-	TOTAL	34	49	54	64	55+					TOTAL	34	49	54	64	55+
SATURDAY EVENING																									
6:00- 6:30PM		TVU	38.9	22.3	20.3	19.2	21.8	23.5	18.0	18.9	20.6	23.1	32.1	24.4	19.9	20.1	22.2	24.2	34.3	17.8	18.4	16.5	17.2		
A ABC COLLEGE FTBALL GAME			6.0	3.2	1.9	1.8	1.0	2.6	1.2	1.6	2.0	2.9	4.7	5.0	3.2	3.4	4.0	5.0	8.8	1.4	1.5	1.4	1.7		
6:30- 7:00PM		TVU	40.3	23.4	21.0	19.6	23.1	25.1	18.5	20.1	21.9	25.2	34.4	25.5	20.8	21.2	23.1	25.1	36.0	18.8	21.0	16.5	16.4		
A ABC COLLEGE FTBALL GAME			6.3	3.5	2.1	1.9	1.2	3.0	1.5	1.9	2.2	3.2	5.0	5.3	3.5	3.6	4.2	5.4	9.3	1.7	1.0	1.4	1.8		

127 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 5-11, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				TEEN S		CHILD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
			TOT. PERS (2+)	WORK- ING WOM. 18+	W O M E N				M E N								TOT.	12- 12- 17	17- 17- 17	2- 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
					18-	25-	18-	18-	18-	21-	21-	25-	25-	35-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
																				49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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